

THE MEANING AND SELF-SIGNIFICANCE OF RECREATIONAL SHOPPING

By

MICHAEL GUIRY

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By

Michael Guiry

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Chairman: Richard J. Lutz
Major Department: Marketing

Although shopping is a very popular recreational activity in a consumer culture, consumer research has given little attention to studying recreational shopping beyond recognizing the existence of recreational shoppers and identifying some of their market behaviors, personality traits, and demographics. Far less is known about the lived experience of the activity, its personal meaning and self-significance, and the role it plays in consumers' lives. Furthermore, although recreational shopping is considered a form of leisure, consumer research has not sufficiently combed the activity to understand this perspective and its influence on the nature of recreational shopping and its participants.

Thus, this dissertation was undertaken to provide a richer and deeper understanding of the recreational shopper's experience in the marketplace, as well as in the larger context of life. To reach this goal, recreational shopping was conceptualized

and measured as a leisure experience in the context of a multi-method study, combining in-depth interviews and a survey.

Results indicate that recreational shoppers have a higher level of involvement in and identification with the activity of shopping than nonrecreational shoppers do. In addition, they are more social, product-focused, materialistic, have higher compulsive buying tendencies, and lower self-esteem than nonrecreational shoppers.

Recreational shoppers' shopping experiences are comprised of four dimensions of leisure. While shopping, recreational shoppers experience higher levels of intrinsic satisfaction, mastery, spontaneity, and fantasy than nonrecreational shoppers do. The extent to which recreational shoppers experience the different leisure dimensions seems to be influenced by the type of shopping trip, i.e., mission shopping, window shopping, or mood shopping, they engage in. Intrinsic satisfaction and mastery are present in all three types of trips, while spontaneity and fantasy seem to be more closely associated with window shopping and mood shopping.

The research also found that recreational shoppers exist on a continuum of shopping involvement. Compared to low involvement recreational shoppers, high involvement recreational shoppers, labeled recreational shopping enthusiasts, have stronger recreational shopper identities and realize higher levels of enjoyment, as well as stronger feelings of mastery and spontaneity from shopping. The differences in levels of enjoyment, spontaneity, and mastery between the two groups suggest that there is a progression of meaning and evolution of motives as recreational shoppers become more involved in, committed to, and enthusiastic about shopping. For recreational shopping enthusiasts, the shopping experience becomes more meaning laden and self fulfilling,

forging a recreational shopper identity that enables them to become one with the activity of shopping. Low involvement recreational shoppers appear to participate in recreational shopping primarily because of their interest in the activity and enjoyment realized from it, whereas recreational shopping enthusiasts seem to participate in recreational shopping primarily because the activity is a means of self-expression and central to their lifestyle. For recreational shopping enthusiasts, shopping has symbolic value and mood-altering properties, along with instrumental benefits--it is part of their extended selves.

CHAPTER 1 INTRODUCTION

Come on you miner (shopper) for truth and delusion, and shine (shop)! (Pink Floyd 1975)

Cultural Significance of Shopping

Shopping is a way of life in contemporary consumer society. Its cultural significance is evidenced by the considerable time and energy consumers devote to the endeavor (Graham 1988; International Council of Shopping Centers 1990; Robinson 1989), not only to procure necessary or desired products, but also to participate in a wide range of experiential activities in order to satisfy various personal and social motives (Morris 1987; Tauber 1972). Thus, shopping may range from a utilitarian task to a form of recreation and entertainment, as well as being an individual or group event.

The site of most shopping activity is the shopping mall, which stands as a monument to shopping's prominent position in consumer culture by offering a multitude of products and services to satisfy consumer needs and desires. Consumers of all ages spend more time in shopping malls than anywhere else except home, work, and school (Kowinski 1985; Stoffel 1988), leading some to suggest that malls have become modern day community centers and society's new town squares (Glaberson 1992a; Zepp 1986), where the shopping experience is ritualized within a community of consumption (Chaney 1990; Featherstone 1991; Zepp 1986).

Since the first malls were built, increasing attention has been given to fostering the experiential aspects of consumers' shopping trips by extending mall offerings beyond tangible goods, to include a vast array of services and other pursuits (Bloch, Ridgway, and Nelson 1991; Stoffel 1988), such as fast-food courts, restaurants, video arcades, movie theaters, hair salons, health clubs, medical offices, and specially orchestrated holiday events. Mega-malls, like West Edmonton and Mall of America, have gone even further by providing such extravagances as swimming pools, ice skating rinks, theme parks, and miniature golf courses that have made these malls giant entertainment centers and vacation destinations (Belsky 1992).

For teenagers, who make regular after school and weekend visits to the mall to engage in a host of purchase and experiential consumption activities, the mall serves as the ceremonial grounds for their rites of passage to become full-fledged members of consumer culture. For some perpetual visitors, known as "Mall Rats," this social mecca becomes the center of their existence (Glaberson 1992b; Kowinski 1985).

Despite the recent increase in shopping disenchantment (Hall 1990; Reitman 1992a) following the height of shopping popularity and consumption indulgence during the 1980s (Shames 1989), most malls continue to teem with consumer activity (Glaberson 1992a). Furthermore, outlet malls and flea markets have grown in popularity, providing new shopping venues for those in search of bargains and adventure.

Consumers' participation in the shopping experience is not limited to the mall and other brick and mortar retail markets, for consumers can shop twenty-four hours a day from the endless array of catalogue "wish books" (Schroeder 1970) that arrive regularly in the mail, filled with ever changing consumption dreams and desires. In addition, QVC

and Home Shopping Network fantasy channels display an endless stream of enticing goods and pleasures (Underwood 1993). Both media urge consumers to dial SHOP ALL DAY to satisfy their cravings, and transform consumption dreams and fantasies into reality. More recently, an increasing number of consumers are riding the waves of online shopping not only to search for information, but also to procure their goods from Web-based stores (Beck 1998; Berman and Evans 1998; Green 1999).

Dreams really do come true for young shoppers in training, who can play with Cool Shoppin' Barbie and her no-limit MasterCard and then turn to shopping games like Mall Madness, to experience the thrill of spending a day at the mall on an unlimited fantasy shopping spree. The fantasy may continue on regular trips to the mall, where trying on clothes is often a game of dress-up and make believe (Teen 1988).

As further evidence of shopping's cultural impact, new airport terminals have been built in Denver, New York, and Pittsburgh that include not only passenger gates, but also full service shopping malls (Berman and Evans 1998; Reitman 1992b). Once travelers arrive at their destinations, their vacations often include shopping sprees, and may even be tailored as specially designed shopping tours (Del Rosso 1988; Erlick 1995; Lincoln 1992). Shopping has even been sanctified under the cover of religious theme parks, where the center of visitors' attention is not the church, but the community shopping mall (O'Guinn and Belk 1989).

With regards to popular culture, shopping is a significant theme in the life of Cathy, a well-known comic strip character. Similarly, a number of television show personalities (e.g., Donna, Kelly, and Valerie of 90210 fame) are known for their shopping prowess. In Needful Things, a novel by the horror writer Stephen King, the

residents of Castle Rock, Maine were drawn into Leland Gaunt's wonderful new store that promised to fulfill their heart's secret desire only to find evil on a shopping spree. Even our language is filled with aphorisms, such as "Born to shop," "Shop 'til you drop," "I shop, therefore I am," and "When the going gets tough, the tough go shopping" that reflect the prominent position shopping plays in consumer culture, as well as its potential self-significance.

Personal Significance of Shopping

Shopping's cultural pervasiveness touches consumers' lives in a variety of ways. Certainly, for some consumers, shopping serves a strictly utilitarian purpose, being no more than a means to product acquisition. It is viewed as an occupation that requires mandatory time and thus, is considered a necessary evil (Fram 1991; Hopkins 1986; Stern 1989). Under this pretense, shopping may evolve into an unpleasant task filled with frustration and anxiety (Tatzel 1982, 1991). These negative feelings may be magnified when consumers are caught in a struggle between having a strong desire to acquire and consume, together with their aversion to shop.

In contrast to those who dislike to shop, many consumers truly enjoy being in the marketplace to make a product purchase and/or engage in experiential consumption (Bloch et. al. 1991; Prus and Dawson 1991; Solomon 1996). For these consumers, shopping is a form of recreation and entertainment that may even be one of their favorite pastimes and a preferred activity of choice (Gonzales 1988; Hughes 1989). Moreover, it has been suggested that for some consumers being a shopper is an authentic and vital identity, with the shopping experience serving as the unifying principle by which they structure their lives (Hopkins 1986). Thus, shopping may be a vital part of a consumer's

extended self (Belk 1988) when it contains significant symbolic meaning and serves as a means of self-communication, enhancement, affirmation, and cultivation.

At times, however, shopping may evolve into a quest for consumers to find themselves as they endlessly look for an identity to catch their eyes (Shames 1989). Such experiences may represent a darker side of shopping, symptomatic of uncontrollable impulses and compulsions, with potentially negative implications for the self (O'Guinn and Faber 1989; Rook 1987).

Research Purpose

Despite shopping's popularity as a recreational activity and its apparent significance in many consumers' lives, consumer research has given little attention to studying recreational shopping beyond recognizing the existence of recreational shoppers and identifying some of their market behaviors, personality traits, and demographics. Far less is known about the lived experience of the activity, its personal meaning and self-significance, and the role it plays in consumers' lives. In addition, although recreational shopping is considered a form of leisure, consumer research has not sufficiently combed the activity to understand this perspective and its influence on the nature of recreational shopping and its participants.

Given that recreational shoppers represent a potentially important market segment for retailers and mall managers to attract and maintain as customers, it seems prudent to advance the knowledge of recreational shopping to enable these parties to design and implement more effective atmospheric, merchandising, and service quality strategies to manage the recreational shopping experience. Furthermore, research on recreational shopping may enhance the understanding of consumer socialization into a highly

involved and enthusiastic shopping culture. But even more importantly, from the standpoint of social welfare, the study of recreational shopping may offer insight into the genesis of a darker side of recreational shopping, i.e., when consumers become obsessed with shopping to the point that it becomes a compulsive and addictive behavior (Hirschman 1992; O'Guinn and Faber 1989) and/or serves as a remedy for an empty self (Cushman 1990).

Thus, the objective of this dissertation is to provide a richer and deeper understanding of the recreational shopper's experience in the marketplace, as well as in the larger context of life, through an iterative and emergent multi-method study, including in-depth interviews and a survey. Of particular interest, is the in-depth examination of recreational shopping enthusiasts¹, i.e., those consumers who are highly involved in the experiential and product focused activities of shopping, and view shopping as a central part of their lives. In essence, these consumers have a powerful recreational shopper identity, and use shopping as a means of self-affirmation and self-enhancement.

The research will compare the shopping experiences of two groups of consumers--1) recreational shoppers and 2) nonrecreational shoppers--with the group of recreational shoppers being further divided into four subgroups: 1) those who prefer to shop alone, 2) those who prefer to shop with a companion(s), 3) high involvement recreational shoppers, referred to as recreational shopping enthusiasts, and 4) low involvement recreational shoppers, those consumers who consider shopping an enjoyable activity, but are less

¹The labeling of highly involved recreational shoppers as recreational shopping enthusiasts stems from Bloch (1986), who developed the concept of product enthusiasm to reflect the highest end of product involvement.

involved in and committed to the activity. The first means of comparison will be the different themes that emerge from the in-depth interviews with informants from four recreational shopping subgroups. Subsequently, the survey data will be analyzed to examine the relationship between a number of shopping related variables, including product and experiential marketplace activities, leisure-based dimensions of shopping, social aspects of shopping, recreational shopping identity, materialism, compulsive buying, and self-esteem.

Before detailing the study's specific a priori themes, research questions, propositions, and methodology, in the next section of the paper literature pertaining to recreational shopping will be reviewed to ground the proposed research.

CHAPTER 2 REVIEW OF LITERATURE

Recreational Shopping

Three studies have specifically investigated recreational shopping. In a survey study of 261 females, examining consumers' shopping center patronage motives, Bellenger, Robertson, and Greenberg (1977) developed a simple two shopper typology, i.e., convenience and recreational shoppers, based on the relationship between the importance of shopping center features, interest in leisure activities, including shopping, and demographics. The difference in the level of interest in shopping was the most discriminating personal characteristic between the two types of shoppers.²

Convenience shoppers desired convenient shopping center locations and low prices. They had a very low interest in shopping as a leisure time activity, and tended to be well-educated housewives, who preferred to engage in private pursuits.

In contrast, recreational shoppers wanted a high quality center with extensive variety and a large number of related services. They had a very high interest in shopping as a leisure activity, and tended to be single, less well educated, and have lower incomes.

²The percentage of respondents classified as convenience or recreational shoppers was not reported in the study.

In subsequent research, Bellenger and Korgaonkar (1980) provided a more detailed description of recreational and convenience shoppers by comparing their shopping and information seeking behavior, demographics, enjoyment of leisure activities, and store patronage factors. Three hundred twenty-four survey respondents were classified as convenience or recreational shoppers on the basis of their reported level of shopping enjoyment, measured on a single-item scale.

Convenience shoppers, comprising 31% of the sample, disliked shopping or were neutral toward it. Their store visits were driven by a specific purchase need rather than a desire to partake in the shopping process. They wanted to minimize the expenditure of time and effort in shopping for goods. Thus, they considered store location to be an important patronage factor.

In contrast, recreational shoppers enjoyed shopping as a leisure time activity. They preferred to shop at department stores with a pleasant atmosphere and a large variety of high quality merchandise. Compared with convenience shoppers, recreational shoppers spent more time shopping per trip, were less likely to have an idea of what they were going to buy when shopping, were more likely to shop with others, and were more likely to continue to shop after making a purchase. Furthermore, they were more likely to be socially active females, who were less traditional, more innovative, and more actively engaged in information seeking behavior.

These two studies represent the crux of consumer research's knowledge of recreational shopping. Although this work is important for recognizing the existence of recreational shoppers and for profiling some of their personality characteristics, demographics, and market behaviors, the end result is a very cursory view of recreational

shopping. Three major concerns with the research are: 1) the use of a single-item measure to classify recreational shoppers, 2) defining recreational shopping solely in terms of enjoyment, and 3) the analysis of recreational shoppers as a homogeneous group, i.e., not accounting for differences in sources of shopping enjoyment, level of recreational shopping involvement, and product versus experiential activity participation.

To more fully understand recreational shopping, additional research is needed to provide a broader, multi-dimensional perspective of the experience, while accounting for variations in recreational shoppers' market behaviors and preferences. In light of these objectives, it would be both fruitful and enlightening to gain a first-person (i.e., emic) perspective of the recreational shopping experience, rather than relying on the typical researcher-driven (i.e., etic) approach, endemic to consumer research (see Sherry 1991).

Rather than classifying shoppers as recreational or nonrecreational to profile their market behaviors and personal characteristics, Prus and Dawson (1991) took a more emic approach by examining consumers' definitions of shopping situations and how they involved themselves in the experience. Using open-ended interviews with 95 consumers, they identified two definitions of shopping that reflected informants' views of the activity: shopping as recreation and shopping as work.

Shopping as recreation portrayed the activity as an interesting, enjoyable, entertaining, and leisurely pursuit. In contrast, shopping as work depicted the endeavor as ambiguous, unavoidable, and boring. To provide further descriptive insight on shopping situations, Prus and Dawson delineated three themes within each definition of shopping.

When shopping was a recreational pursuit consumers: 1) fit themselves into shopping settings by filling free time and/or socializing with shopping companions; 2) incorporated products into the self (e.g., sensory stimulation from browsing, high involvement in purchase process, and making gift purchases); and/or 3) found the process of making buying decisions to be entertaining and exciting.

In contrast, shopping was viewed as work when consumers: 1) faced undesired ambiguity (e.g., lack of product knowledge, salesperson assistance, and fitting problems); 2) experienced closure (e.g., time pressures, money constraints, and unavailable products); and/or 3) became bored with making routine or uninteresting purchases and/or shopping with a companion at a slower than desired pace.

Although Prus and Dawson's research added descriptive insight to the understanding of recreational shopping by identifying three different situational themes, it stopped short of delving deeply into informants' experiences to provide a "thick description" and rich interpretation (Denzin 1989; Geertz 1973) of recreational shopping. For example, it would have been beneficial to consider the three shopping themes as different types of recreational shopping situations, and then examine similarities and differences among them. In addition, a richer definition of shopping would have resulted from delineating themes across different types of shoppers.

Beyond these three studies on recreational shopping, research on consumer shopping motives and shopping typologies provides some insight on the possible experiential characteristics of a recreational shopping trip. This research suggests that recreational shopping may vary in its character.

Recreational Shopping Motives

Looking first at research on shopping motives, a study by the Chicago Tribune (1955) investigated the basic motives and underlying feelings involved in shopping apart from making a required product acquisition. Interviews with female department store shoppers uncovered five shopping motives: 1) realizing an achievement by boosting morale with a product purchase or completing the shopping task; 2) attaining importance from shopping in high status stores or being catered to by salespeople; 3) doing something very different by making shopping an outing or all day affair to socialize with friends and go to a multitude of stores; 4) gaining freedom from everyday routine by fantasizing in the marketplace; and 5) having an enjoyable adventure by wandering around stores and looking at the merchandise.

Downs (1961) proposed that, in addition to the functional value consumers received from purchasing products and gathering information to improve their ability to make future purchases, consumers received a number of experiential benefits from shopping that were similar to those found by the Chicago Tribune. These benefits included the enjoyment received from looking at merchandise, making a trip away from home, socializing with friends encountered at stores, and feelings of status derived from shopping in quality stores.

In an exploratory study of why people shop, Tauber (1972) found that they do so for many reasons other than the need for products or services. He identified a series of personal and social motives for shopping, some of which bear similarity to those described in the previous two studies, that go beyond those related to product acquisition.

The primary personal satisfactions obtained from shopping were: 1) the opportunity to enact culturally prescribed roles; 2) diversion from the daily routine through a form of recreation; 3) providing self-gratification; 4) learning about new trends; 5) engaging in physical exercise; and 6) receiving sensory stimulation from the retail environment. The principal social satisfactions realized in the marketplace while shopping were: 1) having social experiences outside the home; 2) communicating with others having similar interests; 3) affiliating with peer groups or aspired reference groups; 4) obtaining an increase in social status and authority from being served by sales personnel; and 5) receiving pleasure from bargaining, comparison shopping, or hunting for sales to make the best buys.

The shopping motives proposed in the literature are listed in Table 1. Although these motives are often presumed to be associated with recreational shopping (Bloch et al. 1991; Solomon 1996; Westbrook and Black 1985), empirical research has not been conducted to establish the relationship between shopping motives and recreational shopping. Typically, the motives have been treated as separate entities, rather than interrelated characteristics of a consumer's shopping experience. Examining the interrelationship among these motives would yield a broader conceptualization of recreational shopping, comprised of multiple dimensions, rather than a single measure of enjoyment.

Types of Recreational Shoppers

In addition to recreational and convenience shoppers (Bellenger et al. 1977; Bellenger and Korgaonkar 1980), a number of different types of shoppers have been identified in the shopping typology literature. Some of these shopper types appear to

Table 1
Possible Dimensions of Recreational Shopping
(Based on Shopping Motives and Shopping Typologies)

<i>Personal</i>	<i>Social</i>	<i>Product</i>
Achievement	Shopping Companions	Involvement
Adventure	Sales Personnel	Knowledge/Information
Enjoyment/Pleasure	Other Shoppers	Sensory stimulation from retail environment
Escape		Enjoyment/pleasure from browsing, bargaining, comparison shopping, and hunting for sales
Fantasy		
Freedom		
Identity Construction		
Physical Exercise		
Role Enactment		
Self-gratification		
Status		

have similar characteristics and market behaviors to recreational or nonrecreational, i.e., convenience shoppers.

In Table 2, extant shopper types are categorized as recreational, nonrecreational, or other shoppers according to the following criteria. Shoppers who enjoyed shopping and/or pursued experiential benefits from the market were classified as recreational shoppers, while those shoppers who disliked shopping and/or participated in the marketplace to satisfy purely functional needs were classified as nonrecreational shoppers. Finally, a number of shopper types were not classified as either recreational or

Table 2
Types of Recreational and Nonrecreational Shoppers

<i>Study</i>	<i>Recreational</i>	<i>Nonrecreational</i>	<i>Other Shoppers</i>
Stone (1954)	Personalizing	Economic Apathetic	Ethical
Chicago Tribune (1955)	Dependent Independent Individualistic	Compulsive (cleanliness/ orderliness)	Indecisive
Stephenson and Willett (1969)	Compulsive/Recreational	Convenience Price Bargain	Store-Loyal
Darden and Reynolds (1971)	Small Store Personalizing Chain Store Personalizing	Economic Apathetic	Ethical
Darden and Ashton (1974)		Apathetic Convenient Location	Demanding Quality Fastidious Stamp Preferrers Stamp Haters
Moschis (1976)		Special Problem-solving	Brand-Loyal Store-Loyal Psychosocializing Name-Conscious
Crask and Reynolds (1978)	Frequent	Non-frequent	

Table 2--continued

<i>Study</i>	<i>Recreational</i>	<i>Nonrecreational</i>	<i>Other Shoppers</i>
Williams, Painter, and Nichols (1978)		Apathetic Convenience Price	Involved
Tatzel (1982)	Fashion Conscious	Independent Apathetic Anxious	
Westbrook and Black (1985)	Shopping-Process Involved	Shopping-Process Apathetic Choice Optimizing Pure Economic	Shopping-Process Economic Average

nonrecreational shoppers since it was difficult to discern the nature of their shopping experience from the reported research results. In light of the present research interest in recreational shopping, in the next section of the paper the discussion will focus specifically on the types of shoppers who appear to be most similar to recreational shoppers.

As suggested by the research on shopping motives and the research by Prus and Dawson (1991), social interaction appears to be an important experiential characteristic of recreational shopping. Similarly, specific shopper types have been identified who value this aspect of the marketplace. Personalizing shoppers (Stone 1954; Darden and Reynolds 1971) defined shopping as an essential and positive interpersonal experience. They personalized and individualized the customer role in the store, forming strong personal attachments with store personnel. Their in-store experience was a highly valued part of life, perhaps filling a relationship void and the need for social interaction.

Recently, Forman and Sriram (1991) studied a group of consumers, labeled lonely consumers, who also use the marketplace as a remedy for personal difficulties by interacting and forming relationships with sales personnel. Lonely consumers' shopping satisfaction and enjoyment were significantly influenced by the extent to which they viewed shopping as a social experience and their perceptions of a retail environment's depersonalization.

Another type of shopper who obtained social benefits from the marketplace is the dependent shopper (Chicago Tribune 1955). Similar to personalizing shoppers, dependent shoppers wanted to shop in stores where the salespeople were warm, interested, courteous, and provided individual attention. In addition, these shoppers liked

to go shopping with their friends to have someone rationalize and reassure their product choices and self-indulgence.

The study by the Chicago Tribune (1955) identified two additional types of shoppers with characteristics of recreational shoppers: independent and individualistic shoppers. Independent shoppers enjoyed shopping, even though they viewed it as a task. They approached shopping with a great deal of confidence, being certain of their tastes and what merchandise to buy, perhaps indicating that they had high product involvement and knowledge.

Individualistic shoppers liked to express themselves in shopping by finding unusual and individualistic merchandise. Shopping allowed them to be creative when putting outfits together, accessorizing, or home decorating. In addition, they liked to daydream and think about purchase possibilities, as well as imagining owning desired merchandise.

Stephenson and Willett (1969) developed a shopping typology based on consumers' actual purchase, search, and patronage behaviors for apparel and toy products. They labeled consumers with low purchase activity, high store patronage concentration, and a high number of stores searched as compulsive and recreational shoppers. The market behavior of these consumers appears to be characteristic of browsing without an intent to buy (Bloch and Richins 1983; Bloch, Ridgway, and Sherrell 1989).

According to the results of a study by Crask and Reynolds (1978), recreational shoppers may be frequent shoppers. Using a measure of shopping frequency to classify department store shoppers, Crask and Reynolds identified a group of frequent shoppers

who have some of the same personal characteristics and shopping behaviors as recreational shoppers.

Compared to infrequent shoppers, frequent shoppers were more likely to plan their shopping trips, were more deliberate when making major purchases, were not as likely to feel that shopping was no longer fun, and were very price conscious. They tended to be younger, better educated, and have higher incomes, as well as being more active and sociable than nonfrequent shoppers. They had a strong interest in fashion, and besides being frequent department store shoppers, were also frequent patrons of discount stores.

Tatzel (1982) proposed a type of shopper, labeled fashion conscious, who viewed shopping as an essential and highly enjoyable part of life. They were very interested in fashion, had innovative and stylish tastes, and were socially active. She hypothesized that fashion conscious shoppers were similar to recreational shoppers (Bellenger and Korgaonkar 1980), but did not empirically examine their existence in the marketplace.

In the most recent research on shopping typologies, Westbrook and Black (1985) developed a typology of shoppers based on consumers' shopping motivations. They identified one group of shoppers, i.e., shopping-process involved, who were considered to be similar to recreational shoppers. These shoppers appeared to be motivated by both functional and instrumental concerns since they were highly involved in virtually all aspects of the shopping process, i.e., role enactment, choice optimization, power and authority, affiliation, sensory stimulation, and negotiation. In contrast to the other shopper types identified in the study, this group of shoppers seemed to derive relatively

more satisfaction from the process of shopping than the anticipated utility of the product acquisition.

Emerging from the research on shopping typologies is a vast array of "recreational" shopper types. This diversity is not surprising given the wide variations in empirical approaches and research contexts across studies. Similar to the research on shopping motives, the shopping typology research has not been integrated into the study of recreational shopping. The key behavioral and market characteristics of each shopper type are suggestive of potential aspects of recreational shopping. Therefore, rather than continuing to develop shopping typologies, it would be beneficial to compare shoppers' marketplace experiences according to their level of involvement in the activity and the meaning they ascribe to it.

Other Types of Market Participants

In addition to the shoppers identified in the shopping typology literature, four other types of market participants--1) browsers, 2) market mavens, 3) materialists, and 4) compulsive buyers--who could be considered recreational shoppers since they enjoy being in the marketplace, have been examined in independent streams of research. These consumers have unique personality characteristics and/or different retail market relationships than the previously described shoppers. Hence, considering their market experiences provides additional insight into the possible characteristics of recreational shopping.

Browsers

Browsing for information and/or entertainment without an immediate intent to buy, typifies one form of recreational shopping (Bloch and Richins 1983; Bloch et al.

1989). Research on browsing indicates that consumers who are more likely to engage in browsing have a high level of product involvement and knowledge. In addition, they view stores as comfortable, friendly, and exciting places to shop, with novel and stimulating merchandise and environments.

Market Mavens

Another group of market participants who enjoy shopping and browsing are market mavens. Market mavens are marketplace influencers whose influence is based not on knowledge or expertise in particular product categories, but rather on more general knowledge and experience with markets (Feick and Price 1987). The focus of their shopping and market activity was the acquisition and dissemination of market information rather than a product purchase or experiential motives.

Materialists

Given that high product involvement may be associated with recreational shopping (Bloch and Richins 1983; Bloch et al. 1989; Crask and Reynolds 1978; Tatzel 1982), another group of consumers who may be avid recreational shoppers are materialists. While extant research on materialism has been devoted to defining and measuring the construct, as well as identifying materialistic traits (Belk 1985; Fournier and Richins 1991; Richins and Dawson 1992), the centrality of the pursuit of possessions among materialists suggests that the shopping and buying process may be an important part of being a materialist.

Although consumer research has not directly explored the materialist's shopping experience, Fournier and Richins (1991) proposed that materialists engaged regularly in behaviors such as search and shopping in preparation for future acquisitions. Their

research on consumers' perceptions of materialists offered insight into the potential significance of shopping and marketplace activity for materialists.

They found that materialists' purchase experiences were accompanied by hedonic and emotional responses, described as being highly emotional, thrilling, and sensational. The results also showed that the materialist experience entailed much more than simply getting and buying goods, since materialists were perceived as continual information gatherers, constantly scanning the environment for new material offerings. In anticipation of future purchases, they frequently read catalogs and magazines, observed what others had acquired, and looked through stores to see what merchandise was available.

Compulsive Buyers

The final group of consumers for whom shopping appears to be an extremely important, but harmful, recreational activity is compulsive buyers. Compulsive buyers engage in "chronic, repetitive purchasing that becomes a primary response to negative events or feelings" (O'Guinn and Faber 1989, p. 155). While the activity may provide short-term benefits, it becomes very difficult to stop and ultimately results in harmful consequences.

Research by O'Guinn and Faber (1989) which examined the personality characteristics and market behaviors of compulsive buyers showed that compared to normal consumers, compulsive buyers were more likely to have compulsivity as a personality trait, had lower self-esteem, a higher propensity for fantasy, and received a greater emotional lift from the buying process. In addition, their primary motivations for shopping appeared to be the stimulation received from personal interactions with

salespeople and enhanced self-esteem, rather than a desire to own products. Thus, the shopping experience served an important compensatory function for those consumers needing to be liked, and who received little positive attention in their lives.

Although compulsive buying represents a type of abnormal consumer behavior, it has the potential to further the understanding of recreational shopping in light of the nature of compulsive buyers' market experiences. The enhancement of self-esteem, social interaction, fantasy, and emotions have been described as possible dimensions of recreational shopping. Hence, compulsive buying may represent an extreme form of recreational shopping, i.e., when recreational shopping becomes the center of one's existence and can not be controlled (Hirschman 1992).

Mall Inhabitants

While the research on shopping motives and shopper typologies has primarily focused on the patrons of department stores, Bloch, Ridgway, and Dawson (1994) took a broader view of consumers' shopping experiences by investigating the type of consumers who inhabit shopping malls. Using a survey study, they identified four groups of mall inhabitants, i.e., minimalists, mall enthusiasts, grazers, and traditionalists, according to different patterns of mall behaviors (e.g., browsing, eating, going to a movie, walking for exercise, shopping to buy, and socializing) and consumption benefits (e.g., aesthetics, escape, exploration, flow, epistemic, and social).

Minimalists had a purely functional view of the mall as their mall visits were largely driven by the need to make a specific product purchase. They spent the least amount of time in the mall, and were less likely to engage in experiential activities than

the other three groups. Thus, they appear to be similar to nonrecreational or convenience shoppers (Bellenger et al. 1977; Bellenger and Korgaonkar 1980).

In contrast, the other three groups of mall inhabitants seem to represent different types of recreational shoppers as each group actively engaged in various experiential and purchase driven mall activities. Mall Enthusiasts were the most active mall patrons, participating in a wide range of behaviors, including product purchasing, usage of the mall, and experiential consumption. In light of their high mall involvement, they received the greatest benefits from the mall by satisfying escape, flow, epistemic, and social motives.

Grazers, who viewed the mall as a place for escape, were distinguished by their high participation in eating and browsing activities, while traditionalists primarily went to the mall to socialize, engage in mall-focused activities, and make product purchases. Traditionalists were considered purposive visitors since they realized much lower escape benefits from a mall than mall enthusiasts and grazers.

This research is important for providing preliminary information on the types of consumers who patronize shopping malls. In doing so, it takes a more encompassing view of shopping, than previously observed in the literature, by measuring consumers' motives and behaviors beyond product acquisition and outside a retail store setting. Similar to research on shopping motives and typologies, however, this research did not investigate the relationship between consumers' marketplace motives and satisfaction/enjoyment from the experience. In addition, to provide a more complete picture of mall inhabitants, research should be undertaken to examine similarities and differences among mall inhabitant groups, regarding their level of marketplace

involvement, as well as the importance of different activities and motives to the overall meaning of their mall experience.

"Non-Traditional" Retail Market Participants

Recent ethnographic studies of non-traditional retail settings, i.e., flea markets (Belk, Sherry, and Wallendorf 1988; Sherry 1990) and gift stores (McGrath 1989; Sherry and McGrath 1989), have yielded a "thick description" (Denzin 1989; Geertz 1973) of the experiential aspects of consumers' shopping experiences. These markets were primarily patronized by shoppers looking for fun and recreation through such activities as browsing, searching, socializing, bargaining, sight-seeing, fantasizing, and experiencing freedom. Engaging in these behaviors often transcended specific purchase needs and desires, as exemplified by a number of gift store customers who derived great pleasure from simply wanting merchandise rather than having it (Sherry and McGrath 1989).

The sentiment of this research seems to be that shopping in flea markets and gift stores is a unique and special experience, markedly different from and transcending shopping in traditional settings. While it is granted that certain aspects of these markets may be particular to these settings, such as the active role of sellers and store owners in customers' shopping experiences, eclectic array of merchandise, community spirit, informal structure, and adventurous image, a number of important characteristics of the flea market/gift store experience have been considered possible aspects of recreational shopping in traditional venues. This suggests that the nature and tone of these dimensions may vary according to the function and structure of the market. For example, in contrast to the flea market, where sacred possessions were transformed into profane commercial merchandise (Belk et al. 1988), traditional markets may be the grounds

where profane commercial merchandise begins to be transformed into sacred possessions during search, trying-on, and companion approval rituals.

While traditional marketplaces may not be as alluring and adventurous as flea markets, they do offer their own mystique and personality, nurtured by the growing emphasis on making shopping a consumption experience. Furthermore, malls hold a more profound position in consumer culture as evidenced by the vast number of consumers who flock through their doors. Nevertheless, consumer research has given little attention to the shopping mall (Bloch et al. 1994; Feinberg and Meoli 1991), leaving open the door for a richer, deeper, and more complete investigation and understanding of consumers' recreational shopping experiences.

CHAPTER 3

A PRIORI THEMES, RESEARCH QUESTIONS, AND PROPOSITIONS

The preceding literature review supports the central thesis of this paper that consumer research has given little attention to studying recreational shopping beyond profiling some of the personal characteristics, demographics, and market behaviors of recreational shoppers. Separate streams of research on shopping motives, different types of shoppers, and other market participants suggest a number of possible characteristics of the recreational shopping experience, but these characteristics have not been empirically examined within the context of recreational shopping. Hence, in the next section of the paper, specific a priori themes will be identified and research questions and propositions will be raised regarding recreational shoppers and the recreational shopping experience.

These three forms of inquiry were used in light of the limited past research on recreational shoppers, the researcher's plan to study recreational shopping from a new/different perspective, i.e., as a leisure activity, and the multi-method (survey and in-depth interviews) approach used for data collection. The propositions and a priori themes were generated from previous research on recreational shoppers, shopping motives and typologies, shopping related consumer behavior, and leisure. The propositions, which were tested through the survey data, were designed to examine the relationships among pertinent shopping and leisure variables as well as differences between recreational shoppers and nonrecreational shoppers and high involvement recreational shoppers and

low involvement recreational shoppers. In concert with the propositions, the a priori themes were constructed to support and explain the results from testing the propositions, while yielding a first-person perspective about recreational shoppers and their shopping experiences. Support for the a priori themes came from the qualitative data. The research questions were formulated to explore issues pertaining to recreational shoppers that lacked theoretical underpinnings. These questions were answered by analyzing both types of data.

Dimensions of Recreational Shopping

To more fully understand recreational shopping, it is necessary to broaden consumer research's definition of the experience. Typically, recreational shopping has been conceptualized as enjoyment from shopping (Bellenger and Korgaonkar 1980; Prus and Dawson 1991; Solomon 1996). Given that shopping may be a form of leisure (Bellenger et al. 1977; Jackson 1991; Shaw 1985), however, this is a narrow view, since in addition to enjoyment, the leisure literature discusses a number of other dimensions (e.g., intrinsic motivation, perceived freedom, escape, and adventure) that constitute a leisure experience (Jackson 1991; Kelly 1987). A number of these dimensions appear to be part of recreational shopping, capturing the experiential aspects of the trip, rather than its tangible product acquisition features.³

Unger and Kernan (1983) identified six major determinants of leisure discussed in the literature: 1) intrinsic satisfaction (e.g., pleasure and enjoyment), 2) perceived freedom, 3) involvement (e.g., absorption and escape), 4) arousal (e.g. novelty-seeking

³Similar to consumer research, leisure research has virtually ignored the study of shopping as a leisure activity (Jackson 1991).

and exploration), 5) mastery, and 6) spontaneity. They found that three of these dimensions--intrinsic satisfaction, perceived freedom, and involvement--were present across a variety of situational contexts, while the remaining three determinants were more activity specific. Although shopping was not specifically included as a situational context in this research, other researchers (e.g., McKechnie 1974; Unger 1984) have classified it under one of the situations, i.e., "easy/social" used by Unger and Kernan.

In a study of the meaning of leisure in everyday life, Shaw (1985) found that five dimensions--freedom of choice, intrinsic motivation, enjoyment, relaxation, and lack of evaluation--were strongly associated with everyday leisure experiences. These factors were the best discriminators between the leisure and work activities reported by respondents in a two-day time diary. Although shopping was one of the activities reported in this study, Shaw did not detail activity-specific dimensions of leisure.

The results of this study are comparable to Unger and Kernan's work. Intrinsic motivation and enjoyment are similar to the dimension of intrinsic satisfaction, while lack of evaluation may reflect a facet of involvement and absorption in a leisure activity. Relaxation, however, appears to be negatively related to arousal. Shaw did not measure the other two dimensions, i.e., involvement and mastery, identified by Unger and Kernan.

In the most recent study examining the dimensions of leisure, Gunter (1987) analyzed the self-report essays of two types of leisure experiences: 1) the single, most memorable leisure experience respondents had ever had and 2) the most common and meaningful type of leisure normally experienced in their daily lives. The analysis revealed eight dimensions of leisure: 1) sense of separation, 2) pleasure and enjoyment,

3) freedom of choice, 4) spontaneity, 5) timelessness, 6) fantasy or creative imagination, 7) adventure and exploration, and 8) self-realization.

The results from this study are also similar to the findings by Unger and Kernan (1983). Sense of separation, timelessness, and fantasy/creative imagination are most closely related to their concept of involvement. The only dimension that does not seem to directly correspond to any of their dimensions is self-realization. Its occurrence is not surprising given that in addition to examining common leisure activities, which were the focus of Unger and Kernan's work, Gunter also investigated respondents' most memorable or peak leisure experiences. Although he did recognize that the two types of experiences were different, he did not examine the dimensional differences between them. Instead, he indicated that the differences between these experiences were largely due to intensity rather than dimension type.

In general, the research by Shaw (1985) and Gunter (1987) confirms the existence of the six dimensions of leisure identified by Unger and Kernan (1983). Thus, for the purposes of the present research, these dimensions--intrinsic satisfaction, perceived freedom, involvement, arousal, mastery, and spontaneity--will be used as a starting point for capturing the experience of recreational shopping.

In Table 3, each of the previously discussed possible characteristics of recreational shopping is classified under the most closely related leisure dimension.⁴

⁴The social dimension of recreational shopping (e.g., shopping companions and sales people) is not included in Table 3 since it is considered a situational variable rather than a defining characteristic of leisure (Unger and Kernan 1983). Instead, given its presumed importance to many recreational shoppers' market experiences, it is expected to influence the nature of the leisure dimensions experienced while shopping.

Table 3
Classification of Recreational Shopping Characteristics as Leisure Dimensions

<i>Intrinsic Satisfaction</i>	<i>Perceived Freedom</i>	<i>Involvement</i>
<i>Achievement</i> (<u>Chicago Tribune</u> 1955)	<i>Freedom</i> (Belk et al. 1989; <u>Chicago Tribune</u> 1955; Sherry 1990)	<i>Creativity</i> (<u>Chicago Tribune</u> 1955)
<i>Enjoyment/Pleasure</i> (Belk et al. 1989; Bloch and Richins 1983; Bloch et al. 1989; <u>Chicago Tribune</u> 1955; Downs 1961; McGrath 1989; Prus and Dawson 1991; Sherry 1990; Sherry and McGrath 1989)		<i>Escape</i> (Bloch et al. 1994; <u>Chicago Tribune</u> 1955; Downs 1961; Tauber 1972)
<i>Role Enactment</i> (Tauber 1972; Westbrook and Black 1985)		<i>Fantasy</i> (<u>Chicago Tribune</u> 1955; McGrath 1989; O'Guinn and Faber 1989; Sherry and McGrath 1989)
<i>Self-gratification</i> (O'Guinn and Faber 1989; Tauber 1972)		<i>Flow</i> (Bloch et al. 1994)
<i>Status</i> (<u>Chicago Tribune</u> 1955; Downs 1961; Tauber 1972; Westbrook and Black 1985)		

Comparing these characteristics with the leisure dimensions, suggests that recreational shopping may be comprised of similar dimensions.

A Priori Theme 1: Recreational shopping is characterized by the same dimensions as a leisure experience.

Research Question 1: Which dimensions of leisure discriminate recreational shopping from nonrecreational shopping?

Table 3--continued

<i>Arousal</i>	<i>Mastery</i>	<i>Spontaneity</i>
<i>Adventure</i> (Belk et al. 1989; <u>Chicago Tribune</u> 1955; Sherry 1990)	<i>Knowledge</i> (Bloch and Richins 1983; Bloch et al. 1989; Bloch et al. 1994; <u>Chicago Tribune</u> 1955; Feick and Price 1987; Tauber 1972)	
<i>Exploration</i> (Belk et al. 1989; Bloch et al. 1994; McGrath 1989; Sherry 1990; Sherry and McGrath 1989)	<i>Materialism</i> (Fournier and Richins 1991)	
<i>Sensory Stimulation</i> (Tauber 1972; Westbrook and Black 1985)	<i>Product Involvement</i> (Bloch and Richins 1983; Bloch et al. 1989; Crask and Reynolds 1978; Tatzel 1982)	

Importance of Leisure Dimensions in Recreational Shopping

In addition to identifying the dimensions of recreational shopping, it is necessary to discern the relationship between the dimensions, i.e., which dimensions are most important to recreational shoppers in defining their marketplace experiences. Of the dimensions identified in the leisure literature, intrinsic satisfaction seems to most closely represent the "essence" of leisure (Unger and Kernan 1983). While some empirical research supports this notion, having shown that the other dimensions of leisure are determinants of intrinsic satisfaction (Hawes 1978; London, Crandall, and Fitzgibbons 1977), other research proposes that perceived freedom is an equally or more prominent leisure dimension (Kelly 1982; Neulinger 1974).

Hence, Unger and Kernan argued that the exact relationship between intrinsic satisfaction and the other leisure dimensions was uncertain. Their research did not clarify this issue, leading them to suggest that the relationship between the leisure dimensions needed further investigation. Therefore, one of the objectives of this research is to examine the relationships among the identified dimensions of recreational shopping.

Research Question 2: What is the relationship between the dimensions of recreational shopping and intrinsic satisfaction?

Shopping Mall Activities and Leisure Dimensions

Up to this point, the discussion has centered on defining the recreational shopping experience as a whole in terms of the major dimensions of leisure, without accounting for the nature of consumers' shopping experiences, i.e., what activities are engaged in during the course of a shopping trip. Although previously discussed research by Bloch et al. (1992) and Westbrook and Black (1985) suggests that recreational shopping is comprised of both product-focused and experiential activities, the structure and importance of these activities in creating the meaning of the experience has not been ascertained, leading to the following research question:

Research Question 3: What activities do recreational shoppers participate in to experience the different dimensions of recreational shopping?

Social Dimension of Recreational Shopping

For a number of recreational shoppers an especially important part of the shopping experience is being in the marketplace with a special shopping companion(s) (Guiry 1992; Teun 1988). Despite the popularity of group shopping (International Council of Shopping Centers 1990), however, consumer research has virtually ignored

this aspect of the recreational shopping experience, beyond recognizing that socializing with friends and family is an important shopping motive (Tauber 1972; Solomon 1996) and describing some potential positive and negative influences of a shopping companion (Prus 1991). Given that social interaction may be the most important benefit of leisure participation (Iso-Ahola 1989), the social dimension of recreational shopping demands attention.

Research by Guiry (1992) suggests that when favorite shopping companions shop together, the shopping experience becomes a special affair, moving from a product-focused activity to a full-fledged consumption event, replete with experiential activities (e.g., browsing, socializing, eating, advising, and fantasizing). In support of this proposition, Unger (1984) found that leisure situations that offered companionship enhanced the experience compared to participating alone, while Unger and Kernan (1983) found that the nature of a leisure activity's social situation affected the leisure dimensions experienced.

Thus, two research questions of particular interest in the present study are:

Research Question 4: How does the meaning of recreational shopping differ between those who prefer to shop alone and those who prefer to shop with a favorite companion?

Research Question 5: How does the presence of a shopping companion influence the nature and importance of leisure dimensions experienced while recreational shopping?

For other consumers the satisfaction of social needs may be met through interacting with the salespeople in a retail store (Forman and Sriram 1991; O'Guinn and Faber 1989). Hence, the role of the salespeople in a recreational shopper's shopping experience needs to be addressed.

Research Question 6: What role does a salesperson play in a recreational shopper's shopping experience?

Fantasy Dimension of Recreational Shopping

Previous research by O'Guinn and Faber (1989) and Fournier and Guiry (1993) suggests that recreational shoppers may engage in fantasy behaviors while shopping. O'Guinn and Faber found that compulsive buyers had a higher propensity for fantasy than normal consumers while Fournier and Guiry found that materialism was positively related to the frequency of consumption dreaming, both in general and for specific playful and entertainment-driven forms of dreaming as well. Given that compulsive buyers and materialists are active marketplace participants and enjoy shopping, recreational shoppers maybe prone to engaging in fantasy behaviors as well.

Proposition 1: Recreational shoppers are more likely to engage in fantasy behavior than nonrecreational shoppers.

Enduring Involvement in Recreational Shopping

The dimensions of recreational shopping symbolize the essence of the experience at a broad level of understanding. To more fully appreciate the nature of a consumer's recreational shopping experience, it is necessary to delve into the personal meaning attached to the event. In light of recreational shopping being a product-related leisure experience, a fruitful avenue to pursue to meet this end, is to consider the level of consumer enduring involvement with recreational shopping. In both consumer research (Bloch 1982; Bloch and Bruce 1984a) and leisure research (Bryan 1977; Bloch and Bruce 1984b; McIntyre 1989), involvement has been used to understand a person's attachment and interest with products and recreational pursuits, thus deeming it an appropriate construct to study within the context of recreational shopping. Furthermore, involvement

provides the basis for examining a consumer's recreational shopper identity, as well as recreational shopping enthusiasts.

A consumer's level of product involvement is commonly believed to be a major moderating variable in consumer behavior (Kapferer and Laurent 1985; Laurent and Kapferer 1985; Zaichkowsky 1985). While a number of different definitions have been proposed in the consumer literature, in this study product involvement is defined as the amount of interest, arousal, or emotional attachment evoked by a product in a consumer (Bloch 1982).

In general, two forms of product involvement have been advanced in the literature, i.e., situational involvement and enduring involvement (Bloch 1982; Kapferer and Laurent 1985; Laurent and Kapferer 1985). Situational involvement refers to the temporary level of concern a consumer has with a product in a purchase situation when there are important goals or high risks associated with the purchase outcome. In contrast, enduring involvement reflects a consumer's ongoing relationship with a product as a consequence of it being related to his/her needs, values, or self-concept (Bloch 1982; Bloch and Bruce 1984a). At very high levels, enduring involvement is exhibited as product enthusiasm (Bloch 1986; Bloch and Bruce 1984a). Since the interest of this research is the nature of consumers' interest and attachment to recreational shopping as a leisure activity and part of life, rather than a situational event, enduring involvement is the more relevant concept to integrate with recreational shopping.

Enduring Involvement and Shopping Activity Participation

As noted in the literature review, although research on shopping motives and typologies has recognized that shopping activity may be primarily product-oriented,

experientially focused, or a combination of the two types, recreational shoppers have been studied as a homogeneous group, with variations among different types of shoppers remaining largely unexplored. Previous research, on involvement with products (Bloch and Bruce 1984a, 1984b) and leisure activities (Bryan 1977; McIntyre 1989), suggests that the level of a consumer's recreational shopping involvement will influence the extent and type of his/her activity participation and the personal meaning of the experience.

In a study of trout fishermen, Bryan (1977) investigated variations in the level of involvement in the context of recreational specialization, defined as "a continuum of behavior from the general to the particular, reflected by equipment and skills used in the sport and activity setting preferences" (p. 175). On the basis of in-depth interviews and participant observation, he found that fishermen could be arranged along a continuum of experience and commitment to the sport, from the beginning recreationist to the specialist. Each group was associated with distinctively different meanings, preferences, and behaviors regarding the sport. With increasing specialization, the emphasis changed from catching fish at the lower end of the continuum to concerns with the nature and setting of the activity at the highest levels. In essence, "for the most specialized fishermen the fish are not so much the object as the experience of fishing as an end in itself" (Bryan 1977, p. 186).

Extending Bryan's research to recreational shopping leads to the following proposition and a priori theme:

Proposition 2:	Consumer involvement with recreational shopping varies along a continuum from low involvement to high involvement.
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A Priori Theme 2: Recreational shopping involvement influences the nature and personal meaning of consumers' shopping experiences.

Bloch and Bruce (1984a, 1984b) referred to Bryan's research when proposing that enduring involvement with products is a leisure experience, entailing a number of ancillary activities. They found that the level of recreational involvement with a product was positively related to the degree of satisfaction realized from both product usage activity and being involved with the product (Bloch and Bruce 1984b). This result, taken together with Bryan's research, suggests that the nature and type of activities consumers participate in that make shopping a satisfying experience will be related to their level of recreational shopping involvement.

At lower levels of involvement, similar to beginning recreational fisherman, recreational shoppers' enjoyment and satisfaction from being in the marketplace will revolve around product acquisition. Hence, low involvement recreational shoppers will consider product-related activities (e.g., browsing, buying, product usage), rather than experiential activities to be of prime importance in their experience.

In contrast, at higher levels of involvement, consumers will be more involved in the marketplace as a whole, engaging in both product and experiential activities. Product acquisition may represent just one part of the recreational shopping experience, and may not even be a necessary condition to realize enjoyment and satisfaction. Similar to specialized fishermen, high involvement recreational shoppers will also place increased emphasis on the nature and setting of their recreational activity, i.e., specific merchandise and store preferences, store atmosphere, mall environment and activities, relationships with shopping companions and store personnel, and the shopping process. Moreover, the

flavor of Bryan's work suggests that at a high level of involvement recreational shopping will become a more meaningful and personalized event. In sum, the shopping experience will become an end in itself.

Accordingly, Bryan's research suggests the following propositions regarding the relationship between recreational shopping involvement and market activity participation.

- Proposition 3: At low levels of recreational shopping involvement the focus of consumers' shopping experiences is product acquisition, while at high levels of recreational shopping the focus of consumers' shopping experiences is the experience in itself.
- Proposition 4: Low involvement recreational shoppers realize higher levels of enjoyment and satisfaction from product acquisition than from experiential activities; in contrast high involvement recreational shoppers realize higher levels of enjoyment and satisfaction from the shopping experience as a whole than from product acquisition.
- Proposition 5: Low involvement recreational shoppers realize higher levels of enjoyment and satisfaction from product acquisition than high involvement recreational shoppers; in contrast high involvement recreational shoppers realize higher levels of enjoyment and satisfaction from experiential activities than low involvement recreational shoppers.

The proposed differences in the market experiences of high involvement and low involvement recreational shoppers suggests that each group may define the experience in terms of different leisure dimensions, as well as ascribe different levels of importance with each dimension. Since this issue has not been addressed in the leisure literature, it will be addressed as an additional research question.

- Research Question 7: How does the level of recreational shopping involvement influence the nature and importance of the leisure dimensions experienced while shopping?

The movement of recreational shopping from a product focused activity to a full-fledged consumption event implies that high involvement recreational shoppers will exhibit a lower degree of attachment and possessiveness towards their purchased products than low involvement recreational shoppers. This relationship is likely to be tempered when a recreational shopper is a materialist, however, since by definition the acquisition and possession of products is a central part of a materialist's life (Belk 1985).

Proposition 6: High involvement recreational shoppers exhibit lower levels of attachment to and possessiveness of purchased products than low involvement recreational shoppers.

Enduring Involvement and Meaning of Shopping

In addition to influencing consumers' activity participation in the marketplace, research by McIntyre (1989), on the role of enduring involvement in beach camping, suggests that the level of enduring involvement in recreational shopping may affect the personal meaning of the experience. Drawing on the research of Kapferer and Laurent (1985), on the multi-dimensional nature of enduring involvement, McIntyre proposed that enduring involvement encompassed four elements: 1) importance of the activity; 2) enjoyment or pleasure derived from it; 3) perception of self-expression through the activity; and 4) centrality to lifestyle. He argued that as an individual became more involved in a recreational activity, the meaning of participation would move from interest and enjoyment to self-expression and centrality. Thus, higher levels of involvement would be associated with higher levels of self-expression and centrality, with interest and enjoyment increasing to a lesser extent.

In McIntyre's empirical work at three different types of camp areas, believed to attract campers with different levels of enduring involvement, three dimensions of

involvement were isolated: 1) attraction (e.g., interest and enjoyment), 2) self-expression, and 3) centrality. A comparison of the camp areas showed that higher levels of camping involvement were associated with increasing levels of all three components of involvement. Furthermore, as expected, self-expression and centrality increased to a greater degree than attraction.

McIntyre's finding of a positive relationship between enduring involvement and self-expression parallels the results of a study by Bloch (1982) on enduring involvement with automobiles and clothing, in which he found that highly involved consumers used these products as a means of self-expression. In addition, the progression of meaning associated with higher levels of camping involvement is similar to the evolution of motives described by Celsi, Rose, and Leigh (1993) that explained initial and continuing participation in skydiving. They found that skydivers' motives evolved from experiment and thrill, through mastery and identity, to community and self-fulfillment.

Taken together, the research by McIntyre, Bloch, and Celsi et al. suggests that as recreational shoppers become more involved with shopping other dimensions of leisure (e.g., fantasy, mastery, perceived freedom, and spontaneity), in addition to enjoyment, will become part of the recreational shopper's shopping experience. Thus, as recreational shoppers become more involved in the marketplace the experience will become more complex and meaning laden, as indicated in the following *a priori* themes and propositions.

A Priori Theme 3: High involvement recreational shoppers participate in recreational shopping primarily because the activity is a means of self-expression and central to their lifestyle.

- A Priori Theme 4: Low involvement recreational shoppers participate in recreational shopping primarily because of their interest in the activity and enjoyment realized from it.
- Proposition 7: High involvement recreational shoppers realize higher levels of enjoyment from shopping than low involvement recreational shoppers.
- Proposition 8: High involvement recreational shoppers have higher mean scores on the measures of the other dimensions of leisure than low involvement recreational shoppers.

Recreational Shopper Identity

For some consumers, high involvement with a beloved product or activity reaches a heightened state of total commitment and attachment in which the product/activity is incorporated into their self-concept and becomes a (the) central part of their lives (Belk 1988; Bloch 1986; Buchanan 1985). At this highest level of involvement, referred to in the consumer behavior literature as the extended self (Belk 1988) or product enthusiasm (Bloch 1986), and in leisure research as a leisure identity (Haggard and Williams 1992; Shamir 1992), a consumer defines him/herself in terms of a singular product or activity, recognizing the product/activity's function as the primary means self-enhancement and self-definition.

In the context of recreational shopping, this type of special consumer-object bond appears to be exhibited when consumers explicitly define themselves as being recreational shoppers, reflected in such statements as "I shop, therefore I am" or "Born to shop" that affirm a unique recreational shopper identity. Although the idea of consumers having a recreational shopper identity has not previously been explored in consumer research, its viability and potential role in life appears to be demonstrated in research on

consumer-object relations (Belk 1988; Bloch 1986) and leisure activity participation (Shamir 1992).

Bloch (1986) proposed that the high end of the product involvement continuum was anchored by a group of consumers, referred to as product enthusiasts, for whom the consumption and possession of highly involving products play an important role in life. Although Bloch did not empirically examine the characteristics of product enthusiasts, he speculated that a highly involved state satisfied enthusiasts' needs for uniqueness, mastery, and/or affiliation. If so, enthusiastic product involvement may serve a self-enhancing and self-defining role.

Research that more fully captures the notion of consumers being totally involved with recreational shopping to the point of having a recreational shopper identity is Belk's (1988) conceptualization of the extended self, in which consumers incorporate their most meaningful and treasured possessions, including experiences (e.g., shopping) and places (e.g., retail marketplace), into the self. These possessions, being most central to the self, function to create, enhance, and maintain a sense of self-identification, while providing meaning in life.

In the leisure literature, the degree to which an individual defines him/her self in terms of a leisure pursuit, is referred to as leisure identity salience (Shamir 1992). Shamir (1992) suggested that a leisure identity may become salient and incorporated into the self-concept for three reasons: "1) it expresses and affirms the individual's talents or capabilities, 2) it endows the person with social recognition, and/or 3) it affirms the individual's central values" (p. 302). This proposition is consistent with research by Haggard and Williams (1992), who found that individuals affirmed the nature of their

identities through participation in leisure activities that symbolized desirable character traits and identity images, supporting the idea that a highly salient leisure identity will act in the service of self-enhancement and self-identification.

Extending these three different streams of research to the recreational shopping domain suggests that some highly involved recreational shoppers will define themselves as recreational shoppers, leading to the incorporation of a recreational shopper identity into their self-concept. Borrowing Bloch's (1986) terminology, these shoppers are designated recreational shopping enthusiasts, for whom the marketplace and shopping activity are central facets of life. In this regard, the meaning of their recreational shopping experiences transcends enjoyment and other possible dimensions of leisure, as self-enhancement and self-identification become paramount.

Thus, two a priori themes regarding recreational shopping enthusiasts are:

- A Priori Theme 5: At the highest level of involvement, recreational shopping may be incorporated into consumers' self-concept as a recreational shopper identity.
- A Priori Theme 6: Recreational shopping enthusiasts engage in recreational shopping as a means of self-enhancement and self-identification.

Turning to the self-enhancement motive of recreational shopping, research on the self-concept (see Gecas 1982; Markus and Wurf 1987) suggests that having a prominent recreational shopper identity will inspire recreational shopping enthusiasts to participate in the marketplace to maintain/nourish positive feelings about the self, as well as alleviate negative self-feeling. This dual self-enhancement role ascribed to recreational shopping differentiates recreational shopping enthusiasts from compulsive buyers, who venture into the marketplace primarily in response to low self-esteem (O'Guinn and Faber 1989).

At the same time, it suggests that the nature and importance of a recreational shopping enthusiast's shopping activities may differ depending on the type of emotional nutrition he/she is seeking. Given that compulsive buyers derive more satisfaction from the shopping process than product acquisition and possession, it is expected that a product purchase will hold only short-term meaning when recreational shopping enthusiasts are seeking emotional uplift. In contrast, in response to a need for positive self-regard, both experiential activities and product acquisition will be significant to the shopping experience, however, the purchased product is likely to be paramount, serving as a tangible reminder of the positive experience.

The final two propositions and a priori themes with respect to the self-enhancing role of recreational shopping are:

- | | |
|-------------------|--|
| Proposition 9: | Recreational shoppers have lower self-esteem than nonrecreational shoppers. |
| Proposition 10: | High involvement recreational shoppers have lower self-esteem than low involvement recreational shoppers. |
| A Priori Theme 7: | Recreational shopping enthusiasts engage in shopping as a means of bolstering positive self-feelings and reducing negative self-regard. |
| A Priori Theme 8: | The shopping experience as a whole becomes more meaningful when recreational shopping enthusiasts' marketplace presence is inspired by positive self-feelings. |

In the following chapter, the methods used to investigate the preceding research questions, a priori themes, and propositions will be described.

CHAPTER 4 METHODOLOGY

In light of the discovery-oriented spirit of this research, an emergent two-phase multi-method study was conducted, consisting of in-depth interviews and a survey. Following the sentiment of previous multi-method consumer research (Arnould and Price 1993; O'Guinn and Faber 1989), qualitative and quantitative methods were blended in the present study as complementary partners, rather than opposing forces, to advance the knowledge and understanding of recreational shopping. Through the survey data, relationships among pertinent shopping and leisure variables were examined to build a structure for defining the recreational shopping experience. In complement, the interview data provided substance and personal meaning to the survey-based structure by yielding a phenomenological account of recreational shopping that enriched the content of the survey questions, as well as illustrating, contextualizing, and interpreting survey results (Arnould and Price 1993; O'Guinn and Faber 1989).

Study 1

In the first phase of the research, in-depth interviews were conducted with 15 female consumers, who enjoy shopping for clothing. The number of informants is based on the recommendations of McCracken (1988) and Spradley (1979), while the reason for limiting the group of informants to females is Bellenger and Korgaonkar's (1980) finding that recreational shoppers were more likely to be female than male. In addition, research

by Guiry (1992), suggests that females are more likely to consider shopping an important social event.

The informants were recruited through a university newspaper advertisement and each informant received \$25 for participating in the study. Each interview was conducted by the author and lasted between 60 and 90 minutes. The interviews were tape recorded and transcribed verbatim by the author.

Characteristics of Informants

The informants ranged in age from 19 to 42. Eleven of the informants were students while the other four were working full-time. Eight of the students were working part-time while attending school. Finally, with regards to their ethnic/racial background, five of the informants were African-American, two were Hispanic American, and the remaining eight were white.

Interview Format

The interviews were conducted in a loose format to develop rapport, enable informants to describe their shopping experiences in detail, and allow them the freedom to introduce topics on their own. At the beginning of the interview, informants were asked to discuss a recent experience shopping for clothing at a shopping mall, framed within the context of a "grand tour" question (McCracken 1988; Spradley 1979). From this initial question, the interview moved towards discussing informants' clothes shopping experience in more detail, other shopping experiences, informants' definition of shopping, the meaning they ascribe to the experience, and the role of shopping in the larger context of their lives. Specific interview questions were raised when necessary to investigate such issues as how is shopping used as a recreational activity, types of

activities engaged in while shopping, types of products that informants enjoyed shopping for and those that they did not like shopping for, role of shopping companions and sales personnel in their shopping experiences, meaning of the experience, identification with shopping, which aspects of shopping are most important, when informants went clothes shopping, gift shopping, catalog shopping, positive and negative consequences of shopping, etc.

The protocol used to guide, but not drive, the interviews is provided in Appendix 1. Each informant was not asked every question from the protocol since more often than not key issues would arise without prompting during the course of the informant's discussion of her clothes shopping experiences. The goal was to have an in-depth conversation about shopping for clothing from a first-person perspective, rather than a question and answer session, that would yield a "thick description" (Denzin 1989; Geertz 1973) of informants' shopping experiences.

The interviews were used to examine a priori themes and identify and analyze emergent themes to gain a first-person understanding of consumers' lived shopping experiences (McCracken 1988; Spradley 1979; Thompson, Locander, and Pollio 1989). To meet this end, the research uses the constant comparative method of analysis (Glaser and Strauss 1967; Strauss and Corbin 1990) to examine the similarities and differences in the shopping experiences of the informants.

The verbatim interview transcripts were the data from which the thematic descriptions of informants' shopping experiences unfolded through an interpretive process. Thematic descriptions required careful readings of each transcript to understand the individual informant's shopping experiences from a first-person perspective. After

the interviews were analyzed individually, the separate interviews were related to each other and common patterns or themes were identified emerging from informants' discussions of their shopping experiences. An emic approach to interpretation was followed that attempted to describe the recorded experiences from within the informant by using her own terms rather than the researcher's.

Study 2

In the second phase of the research, survey questionnaires were distributed to a quota-convenience sample of consumers by undergraduate and MBA students in the author's marketing classes at Fairleigh Dickinson University. In return for extra course credit and the opportunity to participate in a cash raffle, each student was asked to secure up to ten respondents. Student participation was voluntary and each student was permitted to complete a survey him/herself. Firm guidelines on respondent eligibility were established to try to ensure a reasonable diversity of individuals and backgrounds. The instructions and guidelines provided to the students are shown in Appendix 2. Respondents drawn from family, friends, neighbors, co-workers were encouraged to increase participation and conscientiousness in completing the survey. As a trade-off, however, it was recognized that such encouragement would likely restrict the range of socioeconomic classes represented in the final survey.

Before being administered, the survey was pre-tested by ten adult consumers, in addition to being reviewed by the author's dissertation chairman. Based on their feedback, the original questionnaire was revised.

Each questionnaire was accompanied by a blank envelope and cover letter describing the project as a study of consumer clothes shopping behavior. Anonymity was

guaranteed by instructing the respondent to seal the completed questionnaire in the envelope before returning it to the student and by assuring the respondent that the professor directing the project would be responsible for opening the envelope. To encourage respondent participation, respondents were eligible to participate in a raffle with cash prizes. A copy of the cover letter and questionnaire is included in Appendix 3.

The final sample consisted of 561 respondents. A detailed profile of the respondents is given in Table 4. Ages ranged from less than 19 to over 60 and 54.8% were between the ages of 20 and 29. Regarding gender, 56.7% were female and 61.2% of the sample had never been married. Caucasians made up 46.1% of the respondents and 72.8% of the sample were U. S. citizens. Educationally, 53.2% of the sample were currently attending high school or college, 26.9% had a college degree and 11.4% had a graduate degree. Regarding annual household income, 15.6% were below \$20,000, 25.2% between \$20,000 and \$39,999, 26.0% between \$40,00 and \$59,999, 16.2% between \$60,000 and \$79,999, and 17.1% were at or above \$80,000.

Survey Measures

The questionnaire consisted of a series of scales and questions that were used to answer the study's specific research questions, investigate the propositions, and explore relationships among shopping and leisure variables.

Recreational shopper identity and leisure-based dimensions of recreational shopping

The survey consisted of 84 items designed to measure recreational shopper identity (level of involvement) and leisure-based dimensions of the recreational shopping experience. The items designed to measure recreational shopping identity (level of

Table 4
Sociodemographic Variables
Descriptive Statistics

<u>Gender</u>	<u>Percent</u>
Male	43.3
Female	56.7
<u>Age</u>	
19 or younger	8.8
20 - 29	54.8
30 - 39	15.4
40 - 49	10.2
50 - 59	3.8
60 or older	7.2
<u>Race/Ethnic Group</u>	
African-American	15.2
Asian	26.3
Caucasian	46.1
Hispanic	5.7
Other	6.8
<u>Marital Status</u>	
Never Married	61.2
Married	29.5
Living Together	3.6
Separated	1.1
Divorced	3.0
Widowed	1.6
<u>Number of Children</u>	
None	63.6
One	15.7
Two	10.9
Three	6.7
Four or More	3.1
<u>Education</u>	
High School	2.7
High School Graduate	15.2
College	34.9
College Degree	26.9
Graduate School	8.9
Graduate Degree	11.4

Table 4--continued

<u>Student</u>	<u>Percent</u>
Yes	53.2
No	46.8
<u>U.S. Citizen</u>	
Yes	72.8
No	27.2
<u>Annual Household Income</u>	
Less than \$20,000	15.6
\$20,000 - \$39,999	25.2
\$40,000 - \$59,999	26.0
\$60,000 - \$79,999	16.2
\$80,000 - \$99,999	7.4
\$100,000 or more	9.7

involvement) were drawn from Shamir's (1992) 12-item leisure identity scale and Bloch's (1981) research on product involvement, while the leisure-based dimensions were based on the 26-item scale developed by Unger and Kernan (1983) to measure the six dimensions of a leisure experience. Additional items were added to these scales based on the shopping and consumer behavior literature, interview data, and the author's imagination. In addition, items were included to measure the following dimensions: social, including the role of shopping companions and salespeople, fantasy, and the importance of clothing. All 84 items were worded to fit a retail store clothes shopping context. Using 5-point scales anchored by "Strongly Agree" and "Strongly Disagree," respondents indicated their level of agreement with each item as it pertained to shopping for clothing for themselves in a retail store.

A principal components factor analysis with varimax rotation resulted in eight interpretable factors, accounting for 72 of the original 84 items, labeled: recreational

shopper identity ($\alpha = .9593$), intrinsic satisfaction ($\alpha = .9073$), spontaneity ($\alpha = .8641$), mastery ($\alpha = .8416$), fantasy ($\alpha = .8494$), social ($\alpha = .8056$), salesperson ($\alpha = .7164$), and clothing-focused ($\alpha = .5733$). The eight scales are presented in detail in the Survey Results chapter immediately following this one.

Shopping mall activities

The measures of the frequency of consumer participation in mall activities were primarily drawn from Bloch et al.'s (1994) research on mall inhabitants. The 13 items from their research were modified and augmented by the author to capture a range of product and service purchase activities, experiential activities, and consumption of the mall itself. The final inventory containing 20 items ($\alpha = .8479$) is included in Appendix 4. Using 5-point scales anchored by "Very Often" and "Never," respondents indicated how often they participated in 20 different mall activities when at a shopping mall shopping for clothing.

Shopping behavior

Respondents were asked to indicate their frequency of shopping for clothing for themselves in a retail store (whether a purchase was made or not), how much time they spent shopping for clothing on a shopping trip for themselves (whether a purchase was made or not), their frequency of shopping for clothing for themselves from a catalog, TV home shopping channel, and the Internet (whether a purchase was made or not). The frequency of shopping for clothing in a retail store was measured using a 9-point scale (1 = More than once a week, 2 = Once a week, 3 = Three times a month, 4 = Twice a month, 5 = Once a month, 6 = Every other month, 7 = 4 – 5 times a year, 8 = 2 – 3 times a year, 9 = Once a year). The time spent shopping for clothing was assessed using an 8-point

scale (1 = Less than 1 hour, 2 = 1 hour, 3 = 2 hours, 4 = 3 hour, 5 = 4 hours, 6 = 5 hours, 7 = 6 hours, 8 = More than 6 hours). Respondents' frequency of shopping for clothing from a catalog, TV home shopping channel, and the Internet were each measured using 10-point scales (1 = More than once a week, 2 = Once a week, 3 = Three times a month, 4 = Twice a month, 5 = Once a month, 6 = Every other month, 7 = 4 – 5 times a year, 8 = 2 – 3 times a year, 9 = Once a year, 10 = Never).

Materialism, compulsive buying, and self-esteem

Materialism was measured by the summation of Richins and Dawson's (1992) 18-item Likert scale ($\alpha = .8164$). Compulsive buying was assessed by Faber and O'Guinn's (1992) Likert scale ($\alpha = .7958$) and scoring equation. Self-esteem was measured by the summation of Rosenberg's (1965) 10-item Likert scale ($\alpha = .8740$). These scales are shown in Appendices 5, 6, and 7 respectively.

Opened-ended questions

The survey included two opened-ended questions for respondents to answer. The questions were: What does shopping for clothing mean to you? and Compared to other forms of shopping (i.e., catalogs, TV home shopping channels, or Internet), what do you like best about shopping for clothing for yourself in retail store?

Sociodemographic variables

Respondents were asked to indicate their age, gender, race/ethnic group, marital status, number of children living in their household, highest level of education completed, student status, U. S. citizenship status, how long they have lived in the U. S., if not a U. S. citizen, annual household income before taxes, and the percentage of income spent on

buying clothing for themselves. The scales used to measure respondents' sociodemographic characteristics are presented in Appendix 8.

Since a quantitative and qualitative methods were used to conduct this research, the dissertation results will be presented in two chapters. First, the survey results will be discussed in Chapter 5 and then, in Chapter 6, the qualitative results will be described. The order used to present the results is consistent with the complementary role of the interview data that was described earlier in this chapter.

CHAPTER 5 SURVEY RESULTS

In this chapter, the research questions and propositions that were investigated by analyzing the survey data will be discussed. For reference, these research questions and propositions are summarized in Table 5. During the discussion of the results, additional insights from the data will be brought to light when these findings are pertinent to the specific research questions and propositions being addressed.

Recreational Shopper Identity and Leisure Dimensions of Recreational Shopping

Research Question 1

Exploratory factor analysis of the 84 survey items, discussed in Chapter 4, was used to examine which dimensions of leisure are present in recreational shopping. The survey items were designed to measure recreational shopper identity and leisure-based dimensions of the recreational shopping experience.

A principal components factor analysis with varimax rotation of the 84 items resulted in a sixteen-factor solution explaining 64.3% of the variance in the measures. The sixteen factors each had eigenvalues greater than one. After rotation, an examination of each factor's item loadings resulted in eight interpretable factors, explaining 52.9% of the variance in the full set of 84 items, being retained for further analysis. The factor matrix of these eight factors, selected from the original 16-factor rotated solution, is shown in Table 6.

Table 5
Research Questions and Propositions Investigated by the Survey Data

Research Question 1:	Which dimensions of leisure discriminate recreational shopping from nonrecreational shopping?
Research Question 2:	What is the relationship between the dimensions of recreational shopping and intrinsic satisfaction?
Research Question 3:	What activities do recreational shoppers participate in to experience the different dimensions of recreational shopping?
Research Question 5:	How does the presence of a shopping companion influence the nature and importance of leisure dimensions experienced while recreational shopping?
Research Question 6:	What role does a salesperson play in a recreational shopper's shopping experience?
Proposition 1:	Recreational shoppers are more likely to engage in fantasy behavior than nonrecreational shoppers.
Proposition 2:	Consumer involvement with recreational shopping varies along a continuum from low involvement to high involvement.
Proposition 3:	At low levels of recreational shopping involvement the focus of consumers' shopping experiences is product acquisition, while at high levels of recreational shopping the focus of consumers' shopping experiences is the experience in itself.
Proposition 4:	Low involvement recreational shoppers realize higher levels of enjoyment and satisfaction from product acquisition than from experiential activities; in contrast high involvement recreational shoppers realize higher levels of enjoyment and satisfaction from the shopping experience as a whole than from product acquisition.
Proposition 5:	Low involvement recreational shoppers realize higher levels of enjoyment and satisfaction from product acquisition than high involvement recreational shoppers; in contrast high involvement recreational shoppers realize higher levels of enjoyment and satisfaction from experiential activities than low involvement recreational shoppers.

Table 5--continued

Proposition 6:	High involvement recreational shoppers exhibit lower levels of attachment to and possessiveness of purchased products than low involvement recreational shoppers.
Proposition 7:	High involvement recreational shoppers realize higher levels of enjoyment from shopping than low involvement recreational shoppers.
Proposition 8:	High involvement recreational shoppers have higher mean scores on the measures of the other dimensions of leisure than low involvement recreational shoppers.
Proposition 9:	Recreational shoppers have lower self-esteem than nonrecreational shoppers.
Proposition 10:	High involvement recreational shoppers have lower self-esteem than low involvement recreational shoppers.

The boldfaced factor scores in the matrix indicate the items used to define each factor. Items denoted with a minus sign [-] were reversed scored in subsequent data analysis. To be retained for factor definition, an item had to have its highest loading on the factor, have a minimum factor score of .30 (Bernstein, Garbin, and Teng 1988), and be conceptually related to the other items being used to define the factor. These criteria resulted in 72 of the original 84 items being included in the 8-factor structure. Each item not included in the eight-factor solution had its highest loading on one of the eliminated factors, i.e., Factors 9 - 16. These factors had been eliminated since they were not interpretable or had at most a two-item loading.

With regards to the stability of the two leisure scales that were incorporated into this research, for the most part, Shamir's (1992) leisure identity scale maintained its original structure in the factor analysis, while Unger and Kernan's (1983) dimensions of

Table 6
Factor Loadings of Recreational Shopper Identity and Leisure-Based Dimensions of Recreational Shopping

<i>Item</i>	<i>Factor 1 Recreational Shopper Identity</i>	<i>Factor 2 Intrinsic Satisfaction</i>	<i>Factor 3 Spontaneity</i>	<i>Factor 4 Mastery</i>	<i>Factor 5 Fantasy</i>	<i>Factor 6 Social</i>	<i>Factor 7 Salesperson</i>	<i>Factor 8 Clothing- Focused</i>
Shopping for clothing is central to who I am.	.76	.09	.15	.12	.11	.06	.07	.10
Shopping for clothing is what makes life truly enjoyable.	.75	.19	.15	.13	.23	.12	.05	.08
I find that a lot of my life is organized around shopping for clothing.	.74	.15	.04	.13	.06	.05	.13	-.07
If I was not able to go shopping for clothing, I would feel that a part of me is missing.	.74	.29	.09	.07	.11	.05	.05	.05
Shopping for clothing is one of the most fulfilling things I do.	.73	.26	.16	.06	.17	.12	.04	.16
Shopping for clothing occupies a special place in my life.	.73	.27	.06	.11	.12	.05	.14	.11
Shopping for clothing affirms my values.	.72	-.01	.15	.15	.05	.11	.07	.17
Shopping for clothing enables me to realize my aspirations.	.66	.17	.19	.16	.20	.09	.09	.12
Shopping for clothing is an extension of myself.	.65	.28	.11	.15	.02	.03	.07	.22

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
Shopping for clothing is often on my mind.	.64	.35	.09	.07	.13	.11	.09	.02
Shopping for clothing totally absorbs me.	.64	.20	.03	.17	.14	.03	.03	.05
Shopping for clothing is one of the most enjoyable things I do.	.62	.48	.14	.05	.17	.14	.08	.17
A central part of my friendship or relationship with another person is going shopping for clothing together.	.60	.01	.10	.13	.08	.28	.09	-.11
Shopping for clothing contributes to my self-esteem.	.56	.22	.17	.20	.09	.06	.05	.28
When I'm with a friend or family member we often end up talking about shopping for clothing.	.54	.20	.11	.10	.01	.16	.20	-.02
I get a real high from shopping for clothing.	.53	.43	.10	.27	.29	.13	-.02	.05
I get so involved shopping for clothing that I forget everything else.	.52	.25	.13	.27	.21	.05	.01	-.04

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
Other people think that shopping for clothing is important to me.	.51	.31	.07	.11	-.01	.09	.14	.01
Shopping for clothing is its own reward.	.48	.43	.18	.11	.18	.10	.06	.19
Shopping for clothing is important for my self-definition.	.45	.26	.27	.15	.10	.01	.06	.31
I feel like a real champion when shopping for clothing.	.44	.27	.13	.37	.22	.03	.12	.18
Shopping for clothing is a social event.	.43	.21	-.01	.16	.09	.32	-.09	.15
I find myself going shopping for clothing often because I quickly lose interest in the clothing that I buy.	.42	.12	.23	.20	.14	.05	-.04	-.09
Shopping for clothing offers new experiences.	.40	.21	.21	.14	.22	.08	.10	.33
Shopping for clothing is much more than simply buying something -- it is a whole experience.	.38	.37	.06	.30	.10	.11	.10	.25
I love to go shopping for clothing.	.42	.68	.10	.03	.14	.09	-.01	.22

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
To me, shopping for clothing is pure enjoyment.	.39	.66	.21	.06	.18	.07	-.03	.15
I enjoy the process of shopping for clothing for its own sake.	.24	.64	.15	-.08	.22	.04	.06	.10
Shopping for clothing is a way to "get away from it all."	.31	.62	.22	.32	.06	.00	.10	.02
Shopping for clothing helps me forget about the day's problems.	.32	.62	.23	.29	.10	.02	.11	.03
I go shopping for clothing because buying clothing makes me happy.	.38	.62	.23	.17	.14	.03	.03	.15
I was born to shop for clothing.	.33	.59	.18	.18	.06	.06	.10	.00
I need to be looking for a specific item to go shopping for clothing. [-]	-.13	-.57	-.14	.15	.08	.02	.03	.23
"Not because I have to but because I want to" would characterize my shopping for clothing.	.39	.49	.10	.01	.14	.11	-.09	.19
Others do not have to talk me into shopping for clothing.	.11	.45	.09	.02	-.17	-.17	-.05	.16

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
I enjoy walking around the mall when I am shopping for clothing.	.21	.43	.08	.02	.15	.18	.06	.20
I enjoy discussing shopping for clothing with my family and/or friends.	.29	.41	.04	.14	.08	.30	.16	.18
For me, shopping for clothing is a "spur-of-the-moment" thing.	.18	.11	.82	.05	.02	.01	-.02	.11
For me, shopping for clothing happens "out of the blue."	.19	.16	.82	.06	.08	.01	.04	.09
For me, shopping for clothing happens without warning or pre-thought.	.19	.27	.73	.03	.03	.09	.06	-.02
For me, shopping for clothing is a spontaneous occurrence.	.22	.25	.72	.11	.04	.08	.01	.15
I don't know the day before that I am going to go shopping for clothing.	.08	.08	.69	.06	.04	-.01	-.02	-.10
I feel like I'm being thoroughly tested when shopping for clothing.	.20	.02	.01	.73	.03	.12	.10	.09

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
When I am shopping for clothing I feel like I am in another world.	.28	.13	.07	.70	.18	.01	.12	.08
I feel like I'm exploring new worlds when shopping for clothing.	.34	.24	.13	.61	.21	.02	.12	.16
I feel like I'm at risk when shopping for clothing.	.30	-.11	.09	.52	.02	.11	.04	-.07
I get a sense of adventure when shopping for clothing.	.30	.42	.14	.44	.14	-.00	.07	.16
In a sense, I feel like I'm conquering the world when shopping for clothing.	.33	.37	.09	.41	.06	.12	-.06	-.09
Shopping for clothing satisfies my sense of curiosity.	.36	.31	.22	.39	.21	.07	.06	.08
I enjoy trying on clothes just for fun when I go shopping for clothing.	.19	.20	.08	.16	.74	.01	.11	-.01
When I go shopping for clothing I like to try on clothes that I can not afford to buy.	.22	.12	.02	.05	.73	.06	.11	.05

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
When I go shopping for clothing I like to try on clothes that I wish I could wear.	.39	.06	.05	.09	.63	.15	.08	.05
When I am shopping for clothing I often imagine myself living another life.	.39	.07	.11	.40	.51	.02	.13	-.02
Trying on clothes is part of the fun of shopping for clothing.	.35	.25	.03	.06	.43	.26	.05	.13
When I go shopping for clothing trying on clothes makes me feel good.	.38	.22	.04	.14	.41	.18	.10	.15
I like to look through stores and just imagine owning some of the clothing.	.27	.19	.11	.34	.40	.18	-.01	.12
Shopping for clothing is most enjoyable when I go with another person.	.15	.11	.05	.11	.07	.80	.06	.10
Shopping for clothing is most enjoyable when I go by myself [-]	.07	.10	.12	.14	.09	-.72	.04	.12

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
The best part of going shopping for clothing is being with my family and for friends.	.19	.00	.09	.03	.13	.67	.08	.11
I have a favorite shopping companion when I go shopping for clothing.	.35	.03	.08	.18	.10	.59	.13	.05
I enjoy going shopping for clothing with other people even if I do not plan to buy something.	.13	.22	.13	.10	.21	.53	.05	.06
I enjoy helping a shopping companion while he/she is shopping for clothing.	.23	.32	.07	.07	.02	.47	.04	.18
I enjoy being complimented by a shopping companion when I am shopping for clothing.	.09	.19	.08	.17	.12	.38	.30	.29
When shopping for clothing I enjoy talking to salespeople.	.07	.09	.09	.06	.13	.08	.75	.01
I like to be waited on by a helpful salesperson when I am shopping for clothing.	.13	-.10	-.12	.12	-.04	-.03	.72	.11

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
I like when salespeople know my name when I am shopping for clothing.	.34	.01	-.03	.10	.11	.07	.61	.05
I enjoy being complimented by a salesperson when I am shopping for clothing.	.10	.11	.16	.08	.15	.13	.56	.12
I am friendly and talkative to others when I am shopping for clothing.	.00	.34	.06	.03	.17	.13	.49	.07
I feel very strongly about the clothing that I buy.	.27	.09	.12	.08	.08	.09	.07	.72
The clothing that I buy is special to me.	.27	.14	.06	.11	.02	.10	.23	.61
I have strong feelings about shopping for clothing.	.28	.23	-.00	.27	.08	.06	.09	.42
When I go shopping for clothing I don't really care what I buy. [-]	.35	-.17	.13	.22	.10	-.07	.17	-.41
Shopping for clothing is fun when I am just looking around in a store with no intention to buy.	.15	.24	.12	.17	.26	.13	.09	.04

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
When I go shopping for clothing I'm often not sure why I buy the things that I do.	.30	.07	.22	.14	.15	.03	.01	-.14
Shopping for clothing is not fun if I don't buy something.	.26	.08	.07	.12	-.04	.13	.11	.04
When I go shopping for clothing I have to buy something.	.36	.23	.19	.02	.08	.04	.11	-.00
I do not feel forced to shop for clothing. [-]	.09	-.01	-.09	-.03	.04	.12	-.09	.05
I do not feel obligated to shop for clothing. [-]	.08	-.08	-.08	.07	.00	-.01	.04	.02
Many people know how I feel about shopping for clothing.	.16	-.01	.05	.06	-.00	.05	.08	.07
Shopping for clothing is unique.	.29	.24	.09	.16	.11	-.00	.04	.16
I like to stop and get something to eat or drink when I am shopping for clothing.	.01	.11	.11	-.02	.15	.12	.04	.07
Shopping for clothing is not completely voluntary for me. [-]	-.07	-.12	.08	.19	.00	.00	.08	.08

Table 6--continued

<i>Item</i>	<i>Factor 1</i> Recreational Shopper Identity	<i>Factor 2</i> Intrinsic Satisfaction	<i>Factor 3</i> Spontaneity	<i>Factor 4</i> Mastery	<i>Factor 5</i> Fantasy	<i>Factor 6</i> Social	<i>Factor 7</i> Salesperson	<i>Factor 8</i> Clothing- Focused
Shopping for clothing allows me to express myself.	.33	.36	.25	.26	.10	.09	.11	.21
I never get as much out of owning the clothing I buy as I thought I would.	.26	-.09	.04	.19	.11	.04	-.00	-.11
Eigenvalues	26.49	3.87	3.16	2.62	2.46	2.23	1.87	1.72
Percentage of Variance Explained	31.50	4.60	3.80	3.10	2.90	2.70	2.20	2.00

leisure scale was not stable. A number of items from their scale exhibited different loading patterns than the ones reported in their research.

The first factor, shown in Table 6, was labeled *recreational shopper identity*. This factor encompassed 25 items pertaining to how one defines or identifies him/herself in terms of shopping for clothing and the incorporation of the activity into the self. Nine of the eleven items from Shamir's leisure identity scale loaded on Factor 1, while Unger and Kernan's scale contributed five items, i.e., one item each from the intrinsic satisfaction, arousal, and mastery dimensions, and two items from the involvement dimension, to this factor. This factor was used to differentiate recreational shoppers from nonrecreational shoppers in this research.

The second factor was labeled *intrinsic satisfaction*. The 12 items loading on this factor, shown in Table 6, captured the personal enjoyment realized from shopping for clothing. This dimension tapped not only the joy received from product acquisition and participating in the activity, but also the mood enhancing benefits of shopping. Intrinsic satisfaction and enjoyment have been identified as a dimension of leisure (Gunter 1987; Shaw 1985; Unger and Kernan 1983). Six items from Unger and Kernan's scale loaded on this factor: two items each from the intrinsic satisfaction, perceived freedom, and involvement dimensions.

The third factor, labeled *spontaneity*, captured the spontaneous or unplanned nature of shopping for clothing. Spontaneity has been identified as a dimension of leisure (Gunter 1987; Unger and Kernan 1983). All five items from Unger and Kernan's spontaneity dimension loaded on this factor. The loadings for these five items are shown in Table 6.

In Factor 4, feelings of mastering the activity of shopping for clothing were represented. The twelve items, exhibited in Table 6, loading on this factor referred to the opportunity one has to test one's self or conquer the clothing shopping environment in some way (e.g., find a unique item or get a very good deal on a purchase). *Mastery* has been identified as a leisure dimension (Unger and Kernan 1983). All the items that loaded on this dimension were from Unger and Kernan's scale: four items from the mastery dimension, two items from the arousal dimension, and one item from the involvement dimension. The loading of the arousal items on this factor is not surprising given that mastery appears to be closely linked to arousal seeking in leisure (Unger and Kernan 1983).

The fifth factor, shown in Table 6, focused on *Fantasy* behaviors engaged in while shopping for clothing. The seven items tapped playful daydreaming and fanciful activities that may provide enjoyment to participants, as well as serving positive adaptive functions such as motivation, exploration, compensation, delay of gratification, and escape (Fournier and Guiry 1993). Although Unger and Kernan did not include a measure of fantasy in their scale, fantasy has been identified as a dimension of leisure in the leisure literature (Gunter 1987), in addition to being an aspect of consumer culture (Fournier and Guiry 1993; O'Guinn and Faber 1989).

The sixth factor reflected the *social* aspects of shopping for clothing. The seven items loading on this dimension centered on the benefits provided by the presence of a shopping companion while a consumer shops for clothing. (See Table 6.) Although not considered a dimension of leisure, as previously discussed in Chapter 3, companionship may enhance the leisure experience compared to participating alone.

Rather than representing dimensions of leisure, the last two factors presented in Table 6 focused on other aspects of shopping for clothing, i.e., interacting with salespeople and the importance of the clothing purchased while shopping. In Factor 7, five items addressed the social benefits provided by a *salesperson* in a consumer's shopping experience. Factor 8 was labeled *clothing-focused* as the four items loading on this dimension encompassed feelings of importance or attachment to the clothing purchased while shopping.

In addition to delineating a measure of recreational shopper identity salience, the factor analysis confirmed the existence of four dimensions of leisure in recreational shopping, i.e., intrinsic satisfaction, spontaneity, mastery, and fantasy. Three of the six leisure dimensions (perceived freedom, arousal, and involvement) measured by Unger and Kernan's scale and theorized to be present in all leisure did not emerge as independent factors. As discussed earlier, Unger and Kernan's scale was found to be unstable in this research. Two of their five perceived freedom items loaded on the intrinsic satisfaction factor; the other three items did not have a loading of at least .30 on any of the eight factors. Two of the four arousal items loaded on the mastery factor. As previously indicated, mastery and arousal are theorized to be closely related dimensions. One arousal item loaded on the recreational shopper identity factor, while the final item did not load on any of the eight factors. With regards to the involvement subscale, two items each loaded on the recreational shopper identity and intrinsic satisfaction factors; the last item loaded on the mastery factor.

To further investigate the stability of Unger and Kernan's leisure scale, the 26 items in their scale were subjected to a principal components factor analysis with varimax

rotation. In contrast to the 6-component matrix reported by Unger and Kernan, four factors, with eigenvalues greater than one, were extracted from the present principal components analysis. The rotated factor structure is shown in Table 7. The boldfaced factor scores indicate the highest loading for each item across the four factors. In column one, the items from Unger and Kernan's scale are grouped together according to their original subscale leisure dimension label.

As can be seen in Table 7, the only subscale that held its original structure was the spontaneity factor (Factor 2). As discussed earlier in this chapter, the same result occurred when the 84 survey items, from the present research, were factor analyzed. All the arousal and mastery items from Unger and Kernan's scale loaded together, along with three involvement items, on Factor 1. The three intrinsic satisfaction items did load together on Factor 1, but they were joined by three perceived freedom items and two involvement items. Finally, two perceived freedom items loaded on Factor 4. In sum, Unger and Kernan's scale appears to be unstable when applied to the leisure activity of shopping for clothing. The scale's instability seems to have accounted for the lack of evidence that perceived freedom, arousal, and involvement are separate dimensions of the shopping for clothing experience.

Returning to the factor analysis results in Table 6, in addition to the four leisure dimensions that were uncovered, three other dimensions of recreational shopping were also identified: social, salesperson, and clothing-focused. These dimensions which pertain to the experiential and product acquisition aspects of shopping in a retail store setting have been identified as shopping motives as well as defining characteristics of

Table 7
Factor Loadings of Unger and Kernan (1983) Leisure Scale

<i>Item</i>	<i>Factor 1</i>	<i>Factor 2</i>	<i>Factor 3</i>	<i>Factor 4</i>
<u><i>Intrinsic Satisfaction</i></u>				
I enjoy the process of shopping for clothing for its own sake.	.25	.22	.67	-.02
To me, shopping for clothing is pure enjoyment.	.39	.27	.69	-.06
Shopping for clothing is its own reward.	.50	.22	.52	.02
<u><i>Perceived Freedom</i></u>				
I do not feel forced to shop for clothing. [-]	-.01	.08	.10	.81
Shopping for clothing is not completely voluntary for me. [-]	.26	.13	-.45	-.12
I do not feel obligated to shop for clothing. [-]	-.04	.08	.09	.77
Others do not have to talk me into shopping for clothing.	.06	.12	.54	.23
"Not because I have to but because I want to" would characterize my shopping for clothing.	.29	.18	.66	.11
<u><i>Arousal</i></u>				
Shopping for clothing is unique.	.45	.07	.34	.19
Shopping for clothing satisfies my sense of curiosity.	.62	.24	.27	-.02
Shopping for clothing offers new experiences.	.52	.23	.32	.12
I feel like I'm exploring new worlds when shopping for clothing.	.81	.16	.12	.09

Table 7--continued

<i>Item</i>	<i>Factor 1</i>	<i>Factor 2</i>	<i>Factor 3</i>	<i>Factor 4</i>
<i><u>Mastery</u></i>				
In a sense, I feel like I'm conquering the world when shopping for clothing.	.57	.10	.29	-.13
I get a sense of adventure when shopping for clothing.	.66	.17	.36	.08
I feel like a real champion when shopping for clothing.	.68	.15	.26	-.02
I feel like I'm being thoroughly tested when shopping for clothing.	.75	.05	-.20	-.04
<i><u>Involvement</u></i>				
Shopping for clothing helps me forget about the day's problems.	.44	.28	.51	-.12
Shopping for clothing totally absorbs me.	.53	.09	.32	-.26
Shopping for clothing is a way to "get away from it all."	.45	.28	.51	-.06
When I am shopping for clothing I feel like I am in another world.	.80	.10	-.06	-.04
I get so involved shopping for clothing that I forget everything else.	.55	.18	.30	-.19
<i><u>Spontaneity</u></i>				
For me, shopping for clothing happens without warning or pre-thought.	.22	.74	.17	.06
For me, shopping for clothing is a spontaneous occurrence.	.24	.76	.21	.04
For me, shopping for clothing happens "out of the blue."	.20	.84	.11	.07

Table 7--continued

<i>Item</i>	<i>Factor 1</i>	<i>Factor 2</i>	<i>Factor 3</i>	<i>Factor 4</i>
For me, shopping for clothing is a "spur-of-the-moment" thing.	.13	.85	.09	.02
I don't know the day before that I am going to go shopping for clothing.	.03	.70	.12	.08
Eigenvalues	8.99	2.42	1.79	1.31
Percentage of Variance Explained	34.60	9.30	6.90	5.10

certain types of shoppers. (See Chapter 2's discussion of shopping motives and shopper typologies.)

Before discussing the rest of the study's research questions and propositions, in the next section of this chapter, a profile of the recreational shopper will be provided by comparing recreational shoppers with nonrecreational shoppers along sociodemographic and shopping behavior variables, compulsive buying, materialism, self-esteem, and the leisure and shopping dimensions extracted from the factor analysis.

Profile of the Recreational Shopper

The recreational shopper identity scale was used to classify survey respondents as recreational shoppers or nonrecreational shoppers. Respondents' scores on the 25 items, comprising the scale, were summed and those respondents whose total score was at least 76 were classified as recreational shoppers. This method of classification was used since the neutral point on the recreational shopper identity scale was a score of 75. Classifying respondents in this manner resulted in 119 recreational shoppers being identified, while

the total number of nonrecreational shoppers was 404. Thirty-eight respondents were not classified one way or the other because of missing values in their responses on the recreational shopper identity scale. The percentage of recreational shoppers (22.8%) and nonrecreational shoppers (77.2%) in this research stands in sharp contrast to Bellenger and Korgaonkar's (1980) results. Using a single-item measure of the level of shopping enjoyment to classify survey respondents, they reported that 69% of their sample were recreational shoppers, while 31% were convenience (i.e., nonrecreational shoppers).

Descriptive Statistics

Table 8 shows the means and standard deviations for the main variables in the dissertation according to the recreational shopper and nonrecreational shopper subgroups. The items and scales used to measure the main variables, i.e., recreational shopper identity, leisure and shopping dimensions, shopping mall activities, shopping behavior, and materialism, compulsive buying, and self-esteem, were described in Chapter 4. The scales used to assess recreational shopper identity, as well as the leisure and shopping dimensions will be discussed in detail in the next section of this chapter. For each multi-item scale, the number of items in the scale and the scale's reliability, measured by coefficient alpha across all survey respondents, is also provided.

Independent-samples t-tests were used to compare the mean scores of recreational shoppers and nonrecreational shoppers on each main variable. The t-test results will be reported in this chapter following the discussion of the descriptive statistics.

Higher scores on the recreational shopper identity scale mean a stronger recreational shopper identity, while higher numbers on the leisure and shopping dimension scales mean greater perceived benefits from each dimension. The 20 shopping

Table 8
Descriptive Statistics for the Main Variables by
Recreational Shopper and Nonrecreational Shopper Subgroups

Variable	Recreational Shoppers			Nonrecreational Shoppers		
	Mean	SD	Range	Mean	SD	Range
Recreational Shopper Identity (25 items, $\alpha = .9593$)	87.34	8.80	76 – 117	53.79	13.77	25 – 75
<i>Leisure/Shopping Dimensions</i>						
Intrinsic Satisfaction (12 items, $\alpha = .9073$)	45.77	5.96	33 – 59	33.24	9.11	12 – 56
Spontaneity (5 items, $\alpha = .8641$)	17.30	3.31	10 – 25	13.87	4.44	5 – 25
Mastery (7 items, $\alpha = .8416$)	22.43	3.72	12 – 32	15.96	4.50	7 – 28
Fantasy (7 items, $\alpha = .8494$)	22.39	4.79	9 – 33	15.71	5.01	7 – 35
Social (7 items, $\alpha = .8056$)	24.26	4.45	13 – 34	19.89	5.20	7 – 31
Salesperson (5 items, $\alpha = .7164$)	16.48	3.40	7 – 25	13.58	3.66	5 – 23
Clothing-Focused (4 items, $\alpha = .5733$)	15.54	2.14	11 – 20	13.68	2.47	5 – 20
<i>Shopping Mall Activities (20 items, $\alpha = .8479$)</i>						
Play a video game	1.66	1.02	1 – 5	1.46	.86	1 – 5
Have something to drink	3.61	1.06	1 – 5	3.49	1.00	1 – 5
Make an unplanned clothing purchase	3.71	1.01	1 – 5	3.06	.96	1 – 5
Walk for exercise	2.41	1.32	1 – 5	1.82	1.01	1 – 5
Browse without planning to buy	3.22	1.03	1 – 5	2.95	1.10	1 – 5
Talk with other shoppers	2.35	.99	1 – 5	2.13	.91	1 – 5
See a movie	2.00	1.00	1 – 5	1.92	1.05	1 – 5
Have a snack	3.20	1.11	1 – 5	3.25	.98	1 – 5
Buy nonclothing product	3.28	.95	1 – 5	3.23	.86	1 – 5
Walk around for fun	2.91	1.12	1 – 5	2.42	1.15	1 – 5
Browse to buy something in future	3.30	.99	1 – 5	2.87	1.01	1 – 5
Socialize with friends or family	3.14	1.07	1 – 5	2.45	1.15	1 – 5

Table 8--continued

<i>Variable</i>	<i>Recreational Shoppers</i>			<i>Nonrecreational Shoppers</i>		
	Mean	SD	Range	Mean	SD	Range
Go on carousel ride	1.67	.96	1 – 5	1.36	.75	1 – 5
Have lunch	3.28	.95	1 – 5	2.99	1.07	1 – 5
Get a haircut	1.38	.75	1 – 4	1.35	.73	1 – 5
Try on clothing for fun	2.68	1.24	1 – 5	1.75	.94	1 – 5
Have conversation with sales clerk	2.52	1.03	1 – 5	2.15	.95	1 – 5
Look at mall exhibits	2.72	1.05	1 – 5	2.48	1.02	1 – 5
Have dinner	2.48	1.08	1 – 5	2.20	1.10	1 – 5
Watch other people	2.71	1.28	1 – 5	2.58	1.20	1 – 5
<i>Shopping Behaviors</i>						
Frequency of shopping for clothing in retail stores	6.22	1.84	2 – 9	4.96	2.03	1 – 9
Time spent shopping for clothing per trip	3.58	1.49	1 – 8	2.88	1.27	1 – 8
Frequency of shopping for clothing from catalogs	2.85	2.28	1 – 10	3.01	2.32	1 – 10
Frequency of shopping for clothing from TV home shopping channels	1.47	1.64	1 – 10	1.25	.99	1 – 10
Frequency of shopping for clothing from Internet	1.22	.95	1 – 7	1.11	.72	1 – 8
Materialism (18 items, $\alpha = .8164$)	57.05	7.47	39 – 77	49.77	8.76	21 – 81
Compulsive Buying (7 items, $\alpha = .7958$)	.24	2.12	-3.61 – 6.27	-1.50	1.43	-3.61 – 5.20
Self-Esteem (10 items, $\alpha = .8740$)	38.88	6.67	25 – 50	41.57	5.75	23 – 50

mall activity variables were single-item measures, assessed using 5-point scales. Higher scores on these items indicate more frequent participation in the mall activity.

For the single-item shopping behavior variables, in the order the measures are listed, a higher score means more frequent shopping activity in retail stores, more time spent shopping per trip, or more frequent shopping from the three different nonstore sites.

The items used to measure the frequency of shopping for clothing for one's self (whether a purchase was made or not) in a retail store, from a catalog, TV home shopping channel, and the Internet were reversed scored prior to data analysis.

The reliability of Richins and Dawson's (1992) materialism scale ($\alpha = .8164$) falls within the range of .80 to .88 reported in their research, while the reliability of Rosenberg's (1965) self-esteem scale ($\alpha = .8740$) is comparable to other studies (e.g., Richins and Dawson (1992)). Higher numbers on the materialism scale mean a stronger materialistic tendency, while lower scores on the self-esteem scale mean lower self-esteem. Using the midpoint of the 18-item materialism scale and the 10-item self-esteem scale as cutoff points respectively, 39.2% of the survey respondents were considered materialistic and 6.0% had low self-esteem.

For Faber and O'Guinn's (1992) compulsive buying scale, the calculated alpha coefficient of .7958 was lower than their reported Cronbach's alpha of .95. A principal components factor analysis with varimax rotation of the seven items did extract one factor, matching the factor analysis results of Faber and O'Guinn. The eigenvalue of 3.23 and proportion of variance of .46, however, were lower than their results (eigenvalue = 4.45 and proportion of variance of .64). Using Faber and O'Guinn's (1992) recommended cutoff point of -1.34 in the use of their clinical assessment equation, 10.8% of the survey sample would be classified as compulsive buyers or at risk of becoming compulsive buyers. For data analysis purposes, including the means shown in Table 8, compulsive buying was computed according to Faber and O'Guinn's scoring equation and then multiplied by -1 so that higher numbers mean a greater compulsive buying tendency.

In Table 9, the frequency distributions for the sociodemographic variables by the recreational shopper and nonrecreational shopper subgroups are provided. The use of a quota-convenience sample to collect the survey data resulted in each subgroup being skewed toward younger consumers, i.e., between the ages of 20 and 29, who have never been married. This method of data collection, however, did result in a fairly balanced distribution of males and females, different racial and ethnic groups, education levels, and income brackets.

Independent-Samples T-Tests for Sociodemographic Variables

Recreational shoppers and nonrecreational shoppers were first compared across the four continuous sociodemographic variables (i.e., age, education, income, and number of children). The results of the t-test analysis are shown in Table 10. The age and income levels of recreational shoppers differed significantly from nonrecreational shoppers. Compared to nonrecreational shoppers, recreational shoppers were more likely to be younger ($M = 20 - 24$) and have lower incomes ($M = \$30,000 - \$39,999$). In comparison, the average age and income of nonrecreational shoppers was 30 - 34 and \$40,000 - \$49,999 respectively. The significant difference in income levels between the two groups is consistent with Bellenger et al.'s (1977) research on recreational shoppers. In contrast to Bellenger et al.'s (1977) finding that recreational shoppers were less well educated than nonrecreational shoppers, in the present study no significant differences were found in the education levels of recreational shoppers and nonrecreational shoppers.

For the binary and categorical sociodemographic variables, independent-samples t-tests were conducted to compare the mean recreational shopper identity scores of the different groups within each variable. The t-test results indicated that females, students,

Table 9
Frequency Statistics for Sociodemographic Variables by
Recreational Shopper and Nonrecreational Shopper Subgroups

<i>Variable</i>	<i>Recreational Shoppers Percent</i>	<i>Nonrecreational Shoppers Percent</i>
<u>Gender</u>		
Male	37.0	44.6
Female	63.0	55.4
<u>Age</u>		
19 or younger	8.4	9.2
20 - 29	72.3	48.5
30 - 39	15.2	15.9
40 - 49	1.6	13.2
50 - 59	0.8	5.0
60 or older	1.6	8.2
<u>Race/Ethnic Group</u>		
African-American	19.0	14.4
Asian	50.8	19.1
Caucasian	18.1	54.7
Hispanic	7.8	4.7
Other	4.3	7.1
<u>Marital Status</u>		
Never Married	79.0	55.7
Married	15.1	33.8
Living Together	4.2	3.5
Separated	0.8	1.0
Divorced	0.0	4.2
Widowed	0.8	1.7
<u>Number of Children</u>		
None	68.1	62.9
One	16.4	14.9
Two	6.0	11.3
Three	7.8	7.1
Four	0.9	2.5
Five or More	0.9	1.3

Table 9--continued

<i>Variable</i>	<i>Recreational Shoppers Percent</i>	<i>Nonrecreational Shoppers Percent</i>
<u>Education</u>		
High School	2.5	2.7
High School Graduate	16.8	14.9
College	34.5	34.4
College Degree	28.6	27.0
Graduate School	6.7	9.4
Graduate Degree	10.9	11.6
<u>Student</u>		
Yes	70.6	47.6
No	29.4	52.4
<u>U.S. Citizen</u>		
Yes	51.3	79.4
No	48.7	20.6
<u>Annual Household Income</u>		
Less than \$10,000	11.1	6.4
\$10,000 - \$19,999	9.3	7.8
\$20,000 - \$29,999	13.9	11.5
\$30,000 - \$39,999	14.8	12.6
\$40,000 - \$49,999	17.6	11.2
\$50,000 - \$59,999	4.6	16.2
\$60,000 - \$69,999	8.3	9.8
\$70,000 - \$79,999	10.2	5.3
\$80,000 - \$89,999	3.7	4.2
\$90,000 - \$99,999	0.0	4.7
\$100,000 or more	6.5	10.3

those who had never been married, non-U. S. citizens, and Asians had a significantly stronger recreational shopper identity tendency than the counterpart groups they were compared with.

Females had a stronger recreational shopper identity ($M = 63.37$) than males ($M = 58.82$; $t = -2.72$, $p < .01$). This result is compatible with Bellenger and Korgaonkar's

Table 10
Comparison of Recreational Shoppers and Nonrecreational Shoppers
(Continuous Sociodemographic Variables)

<i>Variable</i>	<i>Mean Recreational Shoppers</i>	<i>Mean Nonrecreational Shoppers</i>	<i>t-value</i>	<i>p (<)</i>
Age	2.77	4.15	-6.92	.0001
Education	3.53	3.60	-.57	n.s.
Income	4.91	5.70	-2.50	.05
Number of Children	1.59	1.75	-1.29	n.s.

(1980) finding that recreational shoppers were more likely to be female than male.

Students had significantly higher recreational shopper identity scores ($M = 65.07$) than nonstudents ($M = 57.31$; $t = 4.74$, $p < .0001$). Respondents who had never been married had a stronger recreational shopper identity ($M = 65.54$) than married respondents ($M = 54.77$; $t = 5.99$, $p < .0001$). Bellenger et al. (1977) reported a similar result, i.e., recreational shoppers were more likely to be single than married. Non-U. S. citizens had significantly higher recreational shopper identity scores ($M = 71.87$) than U. S. citizens ($M = 57.53$; $t = -8.08$, $p < .0001$).

Interestingly, the t-test comparisons showed significant differences in the mean recreational shopper identity scores among the different race and ethnic groups. Asians had a stronger recreational shopper identity ($M = 72.12$) than whites ($M = 53.42$; $t = 10.26$, $p < .0001$), African-Americans ($M = 64.76$; $t = -3.10$, $p < .01$), and Hispanics ($M = 64.39$; $t = 2.18$, $p < .05$), while, similar to Asians, both African-Americans ($M = 64.76$; t

= 5.02, $p < .0001$) and Hispanics ($M = 64.39$; $t = 3.10$, $p < .01$) also had higher recreational shopper identity scores than whites ($M = 53.42$).

Independent-Samples T-Tests for Shopping Behavior, Compulsive Buying, Materialism, and Self-Esteem

The next basis for comparison was to analyze differences in clothing shopping behavior, compulsive buying, materialism, and self-esteem. The results of the t-test analysis are shown in Table 11. Recreational shoppers went shopping for clothing for themselves in a retail store more often than nonrecreational shoppers and spent more time shopping on a shopping trip. The latter result is consistent with Bellenger and Korgaonkar's (1980) work. On average, recreational shoppers went shopping for clothing in a retail store between two and three times a month and spent between two and three hours per trip. In contrast, on average, nonrecreational shoppers shopped for clothing in a retail store between one and two times a month and spent between one and two hours shopping each trip.

Significant differences between recreational shoppers and nonrecreational shoppers also existed on the measures of compulsive buying, materialism, and self-esteem. Recreational shoppers were more likely to be compulsive buyers and materialists, and had lower self-esteem than nonrecreational shoppers. These results are not surprising given that compulsive buyers and materialists are active shopping participants. Furthermore, research has shown that compulsive buyers are more materialistic and have lower self-esteem than the general population (O'Guinn and Faber 1989) and materialism is negatively correlated with self-esteem (Richins and Dawson 1992).

Table 11
Comparison of Recreational Shoppers and Nonrecreational Shoppers

<i>Measure</i>	<i>Mean Recreational Shoppers</i>	<i>Mean Nonrecreational Shoppers</i>	<i>t-value</i>	<i>p (<)</i>
Shopping Frequency	6.22	4.96	-6.06	.0001
Time Spent Shopping	3.58	2.88	4.70	.0001
Frequency of Catalog Shopping	2.85	3.01	.67	n.s.
Frequency of TV Home Shopping	1.47	1.25	-1.40	n.s.
Frequency of Internet Shopping	1.22	1.11	-1.13	n.s.
Compulsive Buying	.24	-1.50	-8.30	.0001
Materialism	57.05	48.77	8.09	.0001
Self-Esteem	38.88	41.56	-3.92	.001

Relationships Among Recreational Shopper Identity, Compulsive Buying, Materialism, and Self-Esteem

The correlations among recreational shopper identity, compulsive buying, materialism, and self-esteem in this study were all significant at $p < .0001$ and in light of past research, were in the direction that would be expected. (See Table 12.) Recreational shopper identity, compulsive buying, and materialism are strongly positively interrelated, while self-esteem is negatively related to the other three measures. The number of materialists ($n = 212$), recreational shoppers ($n = 119$), and compulsive buyers ($n = 59$),

Table 12
Correlations Between Recreational Shopper Identity,
Compulsive Buying, Materialism, and Self-Esteem

	Recreational Shopper Identity	Compulsive Buying	Materialism
Compulsive Buying	.49 ($p < .0001$)		
Materialism	.44 ($p < .0001$)	.40 ($p < .0001$)	
Self-Esteem	-.24 ($p < .0001$)	-.43 ($p < .0001$)	-.24 ($p < .0001$)

identified among the survey respondents suggests that recreational shoppers may be a subgroup of materialists and compulsive buyers may be a subgroup of recreational shoppers.¹

To further examine the relationship among these four measures, a multiple regression model was estimated with recreational shopper identity as the dependent variable regressed on compulsive buying, materialism, and self-esteem. (See Table 13.) The results showed that compulsive buying ($\beta = .36, p < .0001$) and materialism ($\beta = .30, p < .0001$) were strong predictors of recreational shopper identity, while the influence of self-esteem on recreational shopper identity was non-significant.

In a follow-up regression model shown in Table 13, an interaction term between compulsive buying and materialism was added to the above model. The analysis of this model yielded only one significant independent variable, namely materialism ($\beta = .35, p < .0001$), suggesting that materialism is a stronger predictor of recreational shopper identity than compulsive buying.

¹ 68.3% of recreational shoppers were materialists, while 26.3% of recreational shoppers were compulsive buyers.

Table 13
Regression Models for Recreational Shopper Identity and Compulsive Buying
(Beta Coefficients)

<i>Independent Variables</i>	<i>Dependent Variables</i>				
	Recreational Shopper Identity	Recreational Shopper Identity	Compulsive Buying	Compulsive Buying	Compulsive Buying
Recreational Shopper Identity			.34****	.38*	.80*
Compulsive Buying	.36****	.02			
Materialism	.30****	.35****	.17****	.20*	-.46
Self-Esteem	-.02	-.03	-.29****	-.26**	-.04
Compulsive Buying x Materialism		.32			
Recreational Shopper Identity x Materialism					.80**
Recreational Shopper Identity x Self-Esteem					-1.09***
Materialism x Self-Esteem					.38
Recreational Shopper Identity x Materialism x Self-Esteem				-.05	
R ²	.31****	.32****	.35****	.35****	.38****

* $p < .05$

** $p < .01$

*** $p < .001$

**** $p < .0001$

In light of the previous results, additional regression models were analyzed to provide further insight about the relationship among recreational shopper identity, compulsive buying, materialism and self-esteem. (See Table 13.) First, a multiple regression model was estimated with compulsive buying as the dependent variable regressed on recreational shopper identity, materialism, and self-esteem. The results showed that all three independent variables were strong predictors of compulsive buying, with recreational shopper identity having the strongest influence: recreational shopper identity ($\beta = .34, p < .0001$), materialism ($\beta = .17, p < .0001$), and self-esteem ($\beta = -.29, p < .0001$).

In a subsequent regression analysis, when an interaction term among the three independent variables was added to the previous model, the three original variables remained significant, while the interaction term was non-significant. Recreational shopper identity ($\beta = .38, p < .05$) and materialism ($\beta = .20, p < .05$) were positively related to compulsive buying, while self-esteem ($\beta = -.26, p < .01$) had a negative influence on the dependent variable.

In the final regression model, compulsive buying was regressed on recreational shopper identity, materialism, self-esteem, and three interaction variables: identity and materialism, identity and self-esteem, and materialism and self-esteem. This model yielded three significant variables. Recreational shopper identity ($\beta = .80, p < .05$) and the interaction term between recreational shopper identity and materialism ($\beta = .80, p < .01$) were positive predictors of compulsive buying, while the interaction term between recreational shopper identity and self-esteem ($\beta = -1.09, p < .001$) was negatively related to the dependent variable. These results indicate that recreational shopper identity had a

moderating effect on materialism and self-esteem in predicting compulsive buying behavior.

In summary, the multiple regression results in Table 13 support the notion that recreational shoppers are a subgroup of materialists and compulsive buyers are a subgroup of recreational shoppers. Materialism positively affects the strength of a consumer's recreational shopper identity which in turn has a direct positive influence on compulsive buying behavior, while at the same time moderates the effects of materialism and self-esteem on the tendency to be a compulsive buyer.

Independent-Samples T-Tests for Leisure and Shopping Dimensions

The last set of comparisons between recreational shoppers and nonrecreational shoppers was to compare each group's mean scores on the leisure and shopping dimensions discussed earlier in this chapter. The results of the t-test analysis are shown in Table 14. Recreational shoppers differed significantly from nonrecreational shoppers on all seven dimensions. Compared to nonrecreational shoppers, they realized higher intrinsic satisfaction from shopping for clothing and were more likely to view shopping for clothing as a spontaneous activity, have feelings of mastery while participating in the activity, engage in fantasy behaviors while shopping, go shopping with someone else (Bellenger and Korgaonkar 1980) and value the presence of the shopping companion while shopping (Guiry 1992), realize positive benefits from interacting with salespeople, and have greater attachment to the clothing they purchased.

The significant differences between the mean scores of recreational shoppers and nonrecreational shoppers on the four dimensions of leisure (intrinsic satisfaction, spontaneity, mastery, and fantasy) provides stronger support for previous findings that

Table 14
Comparison of Recreational Shoppers and Nonrecreational Shoppers

<i>Measure</i>	<i>Mean Recreational Shoppers</i>	<i>Mean Nonrecreational Shoppers</i>	<i>t-value</i>	<i>p (<)</i>
Intrinsic Satisfaction	45.77	33.24	17.36	.0001
Spontaneity	17.30	13.87	9.01	.0001
Mastery	22.43	15.96	15.67	.0001
Fantasy	22.39	15.71	12.84	.0001
Social	24.26	19.89	8.98	.0001
Salesperson	16.48	13.58	7.69	.0001
Clothing-Focused	15.54	13.37	8.66	.0001

recreational shoppers view shopping as a leisure activity (Bellenger and Korgaonkar 1980; Bellenger et al. 1977). Furthermore, the higher levels of mastery and social interaction, together with the stronger product attachment perceived by recreational shoppers support Bloch's (1986) speculation that higher levels of product involvement satisfy consumer needs for mastery and affiliation.

Relationships Among Recreational Shopper Identity and Leisure/Shopping Dimensions

Research Question 2

To explore Research Question 2, correlations between recreational shopper identity and the leisure and shopping dimensions were calculated. The results are shown in Table 15. The highly significant positive correlations among the eight dimensions suggests a possible halo effect in the survey responses. Among the leisure and shopping

Table 15
Correlations Between Recreational Shopper Identity, Leisure Dimensions, and Shopping Dimensions

	Recreational Shopper Identity	Intrinsic Satisfaction	Spontaneity	Mastery	Fantasy	Social	Salesperson
Recreational Shopper Identity							
Intrinsic Satisfaction	.78						
Spontaneity	.47	.52					
Mastery	.74	.60	.39				
Fantasy	.70	.57	.32	.64			
Social	.48	.44	.25	.37	.46		
Salesperson	.41	.33	.18	.39	.37	.35	
Clothing-Focused	.45	.44	.20	.36	.30	.33	.31

For all correlations, $p < .0001$

dimensions, intrinsic satisfaction had the highest positive association with recreational shopper identity which is in line with the view in the leisure literature that intrinsic satisfaction is the “quintessence of leisure” (Unger and Kernan 1983, p. 382). With regards to the relationship between intrinsic satisfaction and the other dimensions of recreational shopping, mastery had the highest positive association with intrinsic satisfaction, followed by the other two leisure dimensions, fantasy and spontaneity. The shopping dimensions, clothing-focused, social, and salesperson, were also closely associated with intrinsic satisfaction, but to a lower degree than the leisure dimensions.

To further investigate the relationship among the dimensions of recreational shopping, multiple regression analysis was used to determine the influence of the leisure and shopping dimensions on the frequency of shopping for clothing and the time spent shopping on a shopping trip. The regression results in Table 16 show that intrinsic satisfaction was positively related to the frequency of shopping for clothing ($\beta = .52, p < .0001$), as well as the time spent shopping ($\beta = .30, p < .0001$). As enjoyment from shopping for clothing increased, consumers shopped more often for clothing at retail stores and spent more time shopping per trip.

Spontaneity was also positively related to the frequency of shopping ($\beta = .09, p < .05$). Consumers made more frequent shopping trips to retail stores as shopping for clothing became a more spontaneous activity. The amount of time consumer's spent shopping for clothing was also positively related to the social ($\beta = .14, p < .01$) and fantasy ($\beta = .12, p < .05$) dimensions. As consumers realized greater benefits from shopping with a companion and engaged in more fantasy behavior while shopping, they spent more time shopping for clothing.

Table 16
Regression Models for Frequency of Shopping for Clothing
and Time Spent Shopping for Clothing
(Beta Coefficients)

<i>Independent Variables</i>	<i>Dependent Variables</i>	
	Frequency of Shopping	Time Spent Shopping
Intrinsic Satisfaction	.52***	.30***
Spontaneity	.09*	-.04
Mastery	-.06	-.04
Fantasy	-.03	.12*
Social	.02	.14**
Salesperson	.01	-.06
Clothing-Focused	-.04	.05
R ²	.27***	.17***

* $p < .05$

** $p < .01$

*** $p < .0001$

Shopping Mall Activities and Dimensions of Recreational Shopping

Research Question 3

Two types of analysis were conducted to investigate the relationship between recreational shopper identity, mall activities, and the leisure/shopping dimensions. First, the extent to which recreational shoppers and nonrecreational shoppers participate in different mall activities was compared using t-test analysis. The t-test results are given in Table 17. Recreational shoppers participated more frequently in 13 of the 20 mall activities. While recreational shoppers were more likely to make an unplanned clothing

Table 17
Comparison of Recreational Shoppers and Nonrecreational Shoppers
Frequency of Participation in Mall Activities

<i>Item</i>	<i>Mean Recreational Shoppers</i>	<i>Mean Nonrecreational Shoppers</i>	<i>t-value</i>	<i>p (<)</i>
Have a snack in the mall.	3.20	3.25	-.39	n.s.
Have something to drink in the mall.	3.61	3.49	1.08	n.s.
Have lunch in the mall.	3.28	2.99	2.68	.01
Buy a nonclothing product in a mall store.	3.28	3.23	.56	n.s.
Make an unplanned clothing purchase.	3.71	3.06	6.18	.0001
Walk around the mall for fun.	2.91	2.42	4.09	.0001
Browse in a mall store without planning to buy something.	3.22	2.95	2.42	.05
Browse in a mall store to perhaps buy something in the future.	3.30	2.87	4.06	.0001
Walk in the mall for exercise.	2.41	1.82	4.44	.0001
Socialize with friends or family in the mall.	3.14	2.45	6.10	.0001
Try on clothing in a mall store for fun.	2.68	1.75	7.56	.0001
Have a conversation with a sales clerk in a mall store.	2.52	2.15	3.62	.001
Talk with other shoppers I meet in the mall.	2.35	2.13	2.10	.05

Table 17--continued

<i>Item</i>	<i>Mean Recreational Shoppers</i>	<i>Mean Nonrecreational Shoppers</i>	<i>t-value</i>	<i>p (<)</i>
Look at special mall exhibits or shows.	2.72	2.48	2.21	.05
Watch other people in the mall.	2.71	2.58	1.00	n.s.
Go to see a movie in the mall.	2.00	1.92	.78	n.s.
Play a video game in the mall.	1.66	1.46	1.97	n.s.
Go on a carousel ride in the mall.	1.67	1.34	3.18	.01
Get a haircut in the mall.	1.38	1.35	.38	n.s.
Have dinner in the mall.	2.48	2.20	2.45	.05

purchase and eat lunch and dinner in the mall, most of the significant differences found between the two groups pertained to engaging in experiential activities like browsing, socializing, passing time, and entertaining oneself through play while in a mall. The more frequent participation by recreational shoppers in browsing and socializing is consistent with Bellenger and Korgaonkar's (1980) research. They found that recreational shoppers were more likely to be socially active females who were more likely to continue to shop after making a purchase and actively engaged in information seeking behavior. The desire on the part of recreational shoppers to experience a host of product-based and experiential activities suggests that they are akin to the mall enthusiasts identified by Bloch et al. (1994).

The next step in the analysis was to determine what mall activities recreational shoppers participate in to experience the different dimensions of recreational shopping. To address this question, a two-step analysis process was taken. First, the 20 mall activities were subjected to principal components factor analysis with varimax rotation to uncover categories of mall activities. These categories were used as the independent variables in multiple regression analysis to predict the recreational shopping dimensions.

A five-factor solution was extracted from the principal components analysis. Each factor had an eigenvalue greater than one and in sum the factors accounted for 55.8% of the variance in the full set of 20 items. The rotated factor structure is shown in Table 18. The boldfaced factor scores in the matrix indicate the items used to define each factor. The same criteria used in the previous factor analysis, described earlier in this chapter, was used to select the items for factor definition.

The first factor was labeled *products purchased* since it encompassed items referring to the purchase of clothing, nonclothing products, food, and drink. Four items from Bloch et al.'s (1994) four-factor structure of mall activities: two each from the consumption of products factor and the passing time factor loaded on Factor 1.

Items loading on the second factor were focused on *passing time* in the mall by browsing, walking in the mall, socializing with a shopping companion, and trying on clothing for fun. Two items from Bloch et al.'s consumption of the mall factor and one item from their passing time factor loaded on this factor.

The third factor captured *people* related activities such as talking with a salesperson, watching other shoppers, and looking at mall exhibits. Two items from Bloch et al.'s consumption of the mall factor loaded on Factor 3.

Table 18
Factor Loadings of Mall Activity Items

<i>Item</i>	<i>Factor 1</i> Products Purchased	<i>Factor 2</i> Passing Time	<i>Factor 3</i> People	<i>Factor 4</i> Entertain- ment	<i>Factor 5</i> Services
Have a snack in the mall.	.83	.06	.11	.17	.02
Have something to drink in the mall.	.78	.10	.06	.13	-.04
Have lunch in the mall.	.72	.12	.17	-.05	.30
Buy a nonclothing product in a mall store.	.60	.20	.11	.04	-.06
Make an unplanned clothing purchase.	.42	.31	.05	-.19	.22
Walk around the mall for fun.	.15	.79	.17	.12	.05
Browse in a mall store without planning to buy something.	.21	.78	.00	-.04	-.11
Browse in a mall store to perhaps buy something in the future.	.31	.72	.08	.05	.02
Walk in the mall for exercise.	-.10	.58	.11	.10	.22
Socialize with friends or family in the mall.	.22	.49	.20	.19	.17
Try on clothing in a mall store for fun.	.04	.44	.22	.05	.42
Have a conversation with a sales clerk in a mall store.	.12	.04	.83	.08	.05

Table 18--continued

<i>Item</i>	<i>Factor 1</i> Products Purchased	<i>Factor 2</i> Passing Time	<i>Factor 3</i> People	<i>Factor 4</i> Entertain- ment	<i>Factor 5</i> Services
Talk with other shoppers I meet in the mall.	.07	.08	.73	.28	-.11
Look at special mall exhibits or shows.	.15	.24	.61	.03	.23
Watch other people in the mall.	.16	.23	.48	-.12	.24
Go to see a movie in the mall.	.05	.17	-.05	.72	.23
Play a video game in the mall.	.22	.07	.10	.71	-.06
Go on a carousel ride in the mall.	-.08	.03	.25	.60	.26
Get a haircut in the mall.	-.02	.02	.07	.30	.72
Have dinner in the mall.	.47	.16	.11	.09	.60
Eigenvalues	5.26	1.89	1.65	1.33	1.05
Percentage of Variance Explained	26.30	9.40	8.20	6.70	5.20

Factor 4 encompassed the *entertainment* available in the mall. The items loading on this factor included seeing a movie, playing a video game, and riding on a carousel ride. Two items from Bloch et al.'s consumption of services factor loaded on this factor.

The last factor focused on the consumption of *services*, such as having dinner and getting a haircut, in a mall. One item from Bloch et al.'s consumption of services factor loaded on Factor 5.

After the factors were extracted, multiple regression analysis was used to determine the influence of the mall activity categories on recreational shopper identity, in addition to each recreational shopping dimension. The regression results are given in Table 19. Passing time had a significant influence on the dependent variable in seven of the eight models. It was positively related to recreational shopper identity ($\beta = .39, p < .0001$), intrinsic satisfaction ($\beta = .44, p < .0001$), spontaneity ($\beta = .16, p < .01$), mastery ($\beta = .35, p < .0001$), fantasy ($\beta = .47, p < .0001$), social ($\beta = .36, p < .0001$), and clothing-focused ($\beta = .31, p < .0001$). These results suggest that shopping for clothing becomes a leisure activity and is incorporated into the self when a shopping trip not only includes the purchase of clothing, but is also filled with experiential activities, some of which may be related to the purchase process (e.g., browsing), rather than being solely centered on buying a clothing item. Products purchased was positively related to intrinsic satisfaction ($\beta = .15, p < .01$) and spontaneity ($\beta = .22, p < .0001$) indicating that making unplanned clothing and product purchases is important for recreational shoppers' perceived enjoyment. The effect of products purchased on intrinsic satisfaction, however, was lower than the influence of passing time on this dimension, which again highlights the importance of experiential consumption to the recreational shopper.

Entertainment was negatively related to intrinsic satisfaction ($\beta = -.11, p < .01$) and clothing-focused ($\beta = -.16, p < .001$), but positively related to fantasy ($\beta = .08, p < .05$). These results appear to stem from the nature of the activities captured by the

Table 19
Regression Models for Recreational Shopper Identity, Leisure, Experiential, and Product Dimensions of Recreational Shopping
(Beta Coefficients)

<i>Independent Variables</i>	<i>Dependent Variables</i>						
	Recreational Shopper Identity	Intrinsic Satisfaction	Spontaneity	Mastery	Fantasy	Social	Salesperson
Products Purchased	.04	.15**	.22****	-.07	-.01	.05	-.03
Passing Time	.39****	.44****	.16**	.35****	.47****	.36****	.06
People	.027	-.04	-.07	.06	.005	.02	.45****
Entertainment	.05	-.11**	.02	.08	.08*	.03	.04
Services	.01	.01	-.04	.06	-.01	.03	-.11*
R ²	.19****	.25****	.08****	.17****	.25****	.17****	.20****

* $p < .05$

** $p < .01$

*** $p < .001$

**** $p < .0001$

Clothing-Focused

entertainment dimension. Seeing a movie or playing a video game provides an avenue for engaging in fantasy behaviors, but at the same time removes the consumer from process of shopping and purchasing.

Not surprisingly, the people factor was positively related to the salesperson dimension ($\beta = .45, p < .0001$). The highest loading item on this factor was having a conversation with a sales clerk in a retail store. In contrast to the previous result, services had a negative relationship with the salesperson dimension ($\beta = -.11, p < .05$). The two items making up the services factor, i.e., getting a haircut and having dinner in a shopping mall, remove consumers from the retail store environment, thus minimizing their interaction with salespeople.

In light of the preceding results, the effect of the mall activity categories on shopping frequency and time spent shopping was assessed through multiple regression analysis. As shown in Table 20, passing time had a significant positive influence on the frequency of shopping for clothing ($\beta = .22, p < .0001$) and the time spent per trip ($\beta = .26, p < .0001$), suggesting that recreational shoppers' shopping trips are motivated by experiential leisure-related benefits, as well as a possible clothing purchase. Shopping frequency was also positively related to products purchased ($\beta = .18, p < .001$). Interestingly, this effect is lower than the influence of passing time on shopping frequency. Time spent shopping was negatively related to entertainment ($\beta = -.18, p < .0001$). This result is consistent with the previously discussed influence of entertainment on the recreational shopping dimensions.

Table 20
Regression Models for Frequency of Shopping for Clothing
and Time Spent Shopping for Clothing
(Beta Coefficients)

<i>Independent Variables</i>	<i>Dependent Variables</i>	
	Frequency of Shopping	Time Spent Shopping
Products Purchased	.18*	.09
Passing Time	.22**	.26**
People	-.03	-.02
Entertainment	-.04	-.18**
Services	-.02	.01
R ²	.10**	.09**

* $p < .001$

** $p < .0001$

Social Dimension of Recreational Shopping

Research Question 4 will be examined in Chapter 6, which contains the qualitative results, since it pertains to the meaning of recreational shopping for those who prefer to shop alone and those who prefer to shop with a companion. Research Questions 5 and 6 that concern the social dimension of recreational shopping will be addressed in this section of the paper.

To examine the social dimension of recreational shopping, recreational shoppers were divided into two groups: social recreational shoppers and nonsocial recreational shoppers. Recreational shoppers whose total score on the 7-item social dimension scale was greater than 21, which represents the neutral point on this scale, were categorized as social recreational shoppers. Using this method of classification, 90 social recreational

shoppers were identified, while the total number of nonsocial recreational shoppers was 27. Two recreational shoppers were not classified as either social or nonsocial recreational shoppers because of missing values in their responses on the social dimension scale.

Table 21 shows the means and standard deviations for the main variables, described earlier in this chapter, by the social recreational shopper and nonsocial recreational shopper subgroups. Independent-samples *t*-tests were used to compare the mean scores of social recreational shoppers and nonsocial recreational shoppers on each main variable. Significant differences between the two groups will be reported in this section of Chapter 5. In Table 22, the frequency distributions for the sociodemographic variables by these two subgroups are provided. The frequency distributions are similar to those reported for recreational shoppers and nonrecreational shoppers.

Research Question 5

To address Research Question 5, *t*-test analysis was used to compare social recreational shoppers and nonsocial recreational shoppers mean scores on the following measures: 20 mall activity items, recreational shopper identity scale, and the seven recreational shopping dimensions. The only significant differences, using a significance level of $p < .05$, found between the two groups in the mall activity items were that social recreational shoppers were more likely to socialize with friends or family in the mall ($t = 2.79, p < .01$) and eat lunch in the mall ($t = 2.26, p < .05$) than nonsocial recreational shoppers. For four other mall activities that are social in nature, marginally significant differences in participation levels were found between the two groups. Social recreational shoppers were more likely to walk in the mall for exercise ($t = 1.75, p < .10$),

Table 21
Descriptive Statistics for the Main Variables by
Social Recreational Shopper and Nonsocial Recreational Shopper Subgroups

Variable	Social Recreational Shoppers			Nonsocial Recreational Shoppers		
	Mean	SD	Range	Mean	SD	Range
Recreational Shopper Identity (25 items, $\alpha = .9593$)	87.23	8.51	76 – 117	88.22	9.89	77 – 114
<i>Leisure/Shopping Dimensions</i>						
Intrinsic Satisfaction (12 items, $\alpha = .9073$)	45.35	5.84	33 – 59	47.04	6.36	36 – 58
Spontaneity (5 items, $\alpha = .8641$)	17.12	3.36	10 – 25	18.00	3.17	12 – 25
Mastery (7 items, $\alpha = .8416$)	22.48	3.77	12 – 31	22.46	3.66	17 – 32
Fantasy (7 items, $\alpha = .8494$)	22.97	4.46	11 – 33	20.93	5.24	9 – 28
Social (7 items, $\alpha = .8056$)	26.21	2.68	22 – 34	17.74	2.49	13 – 21
Salesperson (5 items, $\alpha = .7164$)	16.76	3.12	9 – 25	15.33	3.95	7 – 23
Clothing-Focused (4 items, $\alpha = .5733$)	15.49	2.08	12 – 20	15.78	2.19	11 – 20
<i>Shopping Mall Activities (20 items, $\alpha = .8479$)</i>						
Play a video game	1.71	1.01	1 – 5	1.44	1.05	1 – 5
Have something to drink	3.67	1.07	1 – 5	3.41	1.05	2 – 5
Make an unplanned clothing purchase	3.66	1.02	1 – 5	3.85	.99	2 – 5
Walk for exercise	2.54	1.34	1 – 5	2.04	1.19	1 – 5
Browse without planning to buy	3.18	1.02	1 – 5	3.41	1.08	1 – 5
Talk with other shoppers	2.40	1.00	1 – 5	2.07	.83	1 – 4
See a movie	2.08	.99	1 – 5	1.74	.98	1 – 5
Have a snack	3.29	1.06	1 – 5	2.96	1.26	1 – 5
Buy nonclothing product	3.28	.95	1 – 5	3.26	.98	1 – 5
Walk around for fun	2.96	1.08	1 – 5	2.85	1.26	1 – 5
Browse to buy something in future	3.34	.93	1 – 5	3.22	1.12	1 – 5

Table 21--continued

<i>Variable</i>	<i>Social Recreational Shoppers</i>			<i>Nonsocial Recreational Shoppers</i>		
	Mean	SD	Range	Mean	SD	Range
Socialize with friends or family	3.29	1.04	1 – 5	2.67	.96	1 – 5
Go on carousel ride	1.67	.97	1 – 5	1.59	.89	1 – 4
Have lunch	3.39	.96	1 – 5	2.93	.87	1 – 5
Get a haircut	1.41	.78	1 – 4	1.26	.66	1 – 3
Try on clothing for fun	2.72	1.22	1 – 5	2.63	1.31	1 – 5
Have conversation with sales clerk	2.47	1.01	1 – 5	2.59	1.08	1 – 5
Look at mall exhibits	2.83	.97	1 – 5	2.44	1.22	1 – 5
Have dinner	2.58	1.06	1 – 5	2.19	1.08	1 – 5
Watch other people	2.78	1.25	1 – 5	2.41	1.31	1 – 5
<i>Shopping Behaviors</i>						
Frequency of shopping for clothing in retail stores	6.01	1.77	2 – 9	6.78	1.93	3 – 9
Time spent shopping for clothing per trip	3.61	1.29	1 – 8	3.56	1.99	1 – 8
Frequency of shopping for clothing from catalogs	3.02	2.31	1 – 9	2.04	1.58	1 – 7
Frequency of shopping for clothing from TV home shopping channels	1.46	1.59	1 – 10	1.22	.85	1 – 5
Frequency of shopping for clothing from Internet	1.30	1.08	1 – 7	1.00	.00	1 – 1
Materialism (18 items, $\alpha = .8164$)	57.10	7.85	39 – 77	56.92	6.40	42 – 69
Compulsive Buying (7 items, $\alpha = .7958$)	.17	2.20	-3.61 – 6.27	.47	1.83	-2.95 – 4.04
Self-Esteem (10 items, $\alpha = .8740$)	38.56	6.44	25 – 50	39.88	7.27	27 – 50

Table 22
Frequency Statistics for Sociodemographic Variables by
Social Recreational Shopper and Nonsocial Recreational Shopper Subgroups

<i>Variable</i>	<i>Social Recreational Shoppers Percent</i>	<i>Nonsocial Recreational Shoppers Percent</i>
<u>Gender</u>		
Male	37.8	33.3
Female	62.2	66.7
<u>Age</u>		
19 or younger	11.1	0.0
20 - 29	68.9	85.2
30 - 39	15.5	11.1
40 - 49	1.1	3.7
50 - 59	1.1	0.0
60 or older	2.2	0.0
<u>Race/Ethnic Group</u>		
African-American	15.9	26.9
Asian	54.6	38.5
Caucasian	15.9	26.9
Hispanic	10.2	0.0
Other	3.4	7.7
<u>Marital Status</u>		
Never Married	75.6	92.6
Married	17.7	3.7
Living Together	4.5	3.7
Separated	1.1	0.0
Divorced	0.0	0.0
Widowed	1.1	0.0
<u>Number of Children</u>		
None	69.0	70.4
One	16.1	14.8
Two	6.9	3.7
Three	6.9	7.4
Four	1.1	0.0
Five or More	0.0	3.7

Table 22--continued

<i>Variable</i>	<i>Social Recreational Shoppers Percent</i>	<i>Nonsocial Recreational Shoppers Percent</i>
<u>Education</u>		
High School	3.3	0.0
High School Graduate	16.7	18.5
College	33.3	37.1
College Degree	31.1	22.2
Graduate School	4.4	11.1
Graduate Degree	11.1	11.1
<u>Student</u>		
Yes	73.3	63.0
No	26.7	37.0
<u>U.S. Citizen</u>		
Yes	48.9	55.6
No	51.1	44.4
<u>Annual Household Income</u>		
Less than \$10,000	13.3	4.2
\$10,000 - \$19,999	8.4	8.3
\$20,000 - \$29,999	14.5	12.5
\$30,000 - \$39,999	14.5	16.7
\$40,000 - \$49,999	15.7	25.0
\$50,000 - \$59,999	6.0	0.0
\$60,000 - \$69,999	9.6	4.2
\$70,000 - \$79,999	9.6	12.5
\$80,000 - \$89,999	2.4	8.3
\$90,000 - \$99,999	0.0	0.0
\$100,000 or more	6.0	8.3

talk with other shoppers in the mall ($t = 1.73, p < .10$), look at special mall exhibits ($t = 1.71, p < .10$), and eat dinner in the mall ($t = 1.70, p < .10$) than nonsocial recreational shoppers.

There was not a significant difference between the mean scores of the two groups on the recreational shopper identity scale, while for the recreational shopping dimensions, social recreational shoppers perceived greater benefits from the social ($t = 14.62, p < .0001$) and fantasy ($t = 2.00, p < .05$) dimensions while shopping for clothing. A possible explanation for a higher level of fantasy behavior on the part of social recreational shoppers is that trying on clothes for fun and playing games of make believe (Teen 1988) is a group activity, heightened by the presence and urging of a participating shopping companion. For the other dimension of recreational shopping reflecting social activity, i.e., interacting with a salesperson, social recreational shoppers' scores were marginally higher at a significance level of $p = .054, t = 1.95$.

Additional t-tests were conducted to compare the clothing shopping behavior and compulsive buying, materialism, and self-esteem scores of social recreational shoppers and nonsocial recreational shoppers. The only significant differences found between the two groups on these measures was that social recreational shoppers were more likely to shop for clothing through catalogs ($t = -2.35, p < .05$) and the Internet ($t = -2.51, p < .05$). A possible explanation for the higher level of catalog shopping by social recreational shoppers may be the opportunity they have to talk with a sales representative while placing an order over the telephone. Likewise, the Internet is also an attractive venue for communication and social interaction.

A marginally significant difference between the retail store shopping frequency of social recreational shoppers and nonsocial recreational shoppers. Nonsocial recreational shoppers went shopping for clothing for themselves slightly more often ($M = 6.78$) than social recreational shoppers ($M = 6.01; t = -1.92, p = .056$). Nonsocial recreational

shoppers went clothes shopping close to three times a month, while social recreational shoppers shopped for clothing twice a month. This difference in shopping frequency may be due to the spontaneous nature of recreational shopping that was discussed earlier. Although social recreational shoppers and nonsocial recreational shoppers had similar scores on the spontaneity dimension of recreational shopping, i.e., mean differences were not significant, if a shopping trip is unplanned, it may be easier for the nonsocial recreational shopper to go shopping alone than for the social recreational shopper to find his/her shopping companion at a moments notice.

The sociodemographic characteristics of social recreational shoppers and nonsocial recreational shoppers were also compared. No significant differences were found between the two group along these variables.

Research Question 6

As shown in Table 14, compared to nonrecreational shoppers, recreational shoppers perceived greater benefits from interacting with salespeople while shopping for clothing ($t = 7.69, p < .0001$). In addition, they were more likely to have a conversation with a sales clerk in a retail store ($t = 3.62, p < .001$). (See Table 17.) These results are consistent with this study's finding that recreational shoppers have a higher tendency to be compulsive buyers. As indicated in the literature review, compulsive buyers are motivated to shop by the emotional uplift and enhanced self-esteem they receive through interacting with salespeople (O'Guinn and Faber 1989). In addition, the results suggest that some recreational shoppers may be lonely consumers, a group identified by Forman and Sriram (1991), who satisfy their unmet social needs by interacting with salespeople.

Recreational shoppers also appear to resemble personalizing (Stone 1954; Darden and Reynolds 1971) and dependent (Chicago Tribune 1955) shoppers. Both of these shopper types valued their interaction and relationships with salespeople.

Fantasy Dimension of Recreational Shopping

Proposition 1

There was significantly higher fantasy-imagination behavior among recreational shoppers than within the group of nonrecreational shoppers ($t = 12.84, p < .0001$). (See Table 14.) In addition, as shown in Table 17, recreational shoppers participated more frequently in such playful activities as browsing, walking around the mall for fun, watching other people, trying on clothing for fun, playing video games, and riding a carousel that lend themselves to fantasy and imagination. Such behavior is not surprising, given the earlier results that compulsive buying and materialistic tendencies are associated with being a recreational shopper. Hence, similar to compulsive buyers and materialists, recreational shoppers may fantasize to escape, for emotional uplift (O'Guinn and Faber 1989), to plan future purchases, or for pure pleasure (Fournier and Guiry 1993).

The recreational shoppers identified in the present research also appear to resemble individualistic shoppers, female consumers who engaged in daydreaming and imaginative behavior in the retail marketplace (Chicago Tribune 1955).

Enduring Involvement in Recreational Shopping

Proposition 2

To examine differences in consumers' level of involvement with recreational shopping, the sample of recreational shoppers was separated into two groups based on

their recreational shopper identity scores. The first group, labeled high involvement recreational shoppers, consisted of the top quartile of recreational shoppers ($n = 30$), while the second group, labeled low involvement recreational shoppers, included the balance of the sample ($n = 89$). This manner of classification was chosen so that the high involvement recreational shopper sample would include at least 30 respondents.

Table 23 shows the means and standard deviations for the main variables, described earlier in this chapter, by the high involvement recreational shopper and low involvement recreational shopper subgroups. Independent-samples t-tests were used to compare the mean scores of high involvement recreational shoppers and low involvement recreational shoppers on each main variable. Significant differences between the two groups will be reported in this section of Chapter 5. In Table 24, the frequency distributions for the sociodemographic variables by these two subgroups are provided. The frequency distributions are similar to those reported for the four previous subgroups discussed earlier in this chapter.

The mean recreational shopper identity scores of each group were compared using t-test analysis. High involvement recreational shoppers had significantly higher recreational shopper identity scores than low involvement recreational shoppers ($t = 12.81, p < .0001$) supporting the proposition that similar to other leisure activities consumer involvement with recreational shopping varies along a continuum from low involvement to high involvement.

Although recreational shoppers differed in their level of involvement with clothes shopping, there were not any significant differences in the compulsive buying tendency and shopping behavior (i.e., frequency of shopping and time spent shopping) between the

Table 23
Descriptive Statistics for the Main Variables by High Involvement Recreational Shopper
and Low Involvement Recreational Shopper Subgroups

Variable	High Involvement Recreational Shoppers			Low Involvement Recreational Shoppers		
	Mean	SD	Range	Mean	SD	Range
Recreational Shopper Identity (25 items, $\alpha = .9593$)	99.70	6.58	93 – 117	83.17	4.46	76 – 92
<i>Leisure/Shopping Dimensions</i>						
Intrinsic Satisfaction (12 items, $\alpha = .9073$)	48.57	5.51	37 – 57	44.88	5.85	33 – 59
Spontaneity (5 items, $\alpha = .8641$)	18.57	2.94	11 – 22	16.89	3.34	10 – 25
Mastery (7 items, $\alpha = .8416$)	24.93	3.43	17 – 32	21.63	3.45	12 – 29
Fantasy (7 items, $\alpha = .8494$)	23.34	5.14	12 – 33	22.08	4.66	9 – 31
Social (7 items, $\alpha = .8056$)	24.17	4.84	15 – 31	24.29	4.33	13 – 34
Salesperson (5 items, $\alpha = .7164$)	17.60	3.67	9 – 25	16.10	3.24	7 – 24
Clothing-Focused (4 items, $\alpha = .5733$)	16.07	2.10	12 – 20	15.36	2.13	11 – 20
<i>Shopping Mall Activities (20 items, $\alpha = .8479$)</i>						
Play a video game	1.47	.90	1 – 4	1.73	1.05	1 – 5
Have something to drink	3.63	1.30	1 – 5	3.60	.97	1 – 5
Make an unplanned clothing purchase	3.80	1.13	1 – 5	3.67	.97	1 – 5
Walk for exercise	2.14	1.41	1 – 5	2.49	1.28	1 – 5
Browse without planning to buy	2.90	1.21	1 – 5	3.33	.95	1 – 5
Talk with other shoppers	2.38	.98	1 – 4	2.34	1.00	1 – 5
See a movie	1.90	1.05	1 – 4	2.03	.98	1 – 5
Have a snack	3.28	1.31	1 – 5	3.18	1.04	1 – 5
Buy nonclothing product	3.41	1.15	1 – 5	3.24	.88	1 – 5
Walk around for fun	2.79	1.18	1 – 5	2.94	1.11	1 – 5
Browse to buy something in future	2.90	1.20	1 – 5	3.28	.92	1 – 5

Table 23--continued

<i>Variable</i>	<i>High Involvement Recreational Shoppers</i>			<i>Low Involvement Recreational Shoppers</i>		
	Mean	SD	Range	Mean	SD	Range
Socialize with friends or family	3.00	1.20	1 – 5	3.19	1.03	1 – 5
Go on carousel ride	1.71	1.08	1 – 5	1.65	.93	1 – 4
Have lunch	3.45	1.02	1 – 5	3.22	.93	1 – 5
Get a haircut	1.29	.76	1 – 4	1.40	.75	1 – 4
Try on clothing for fun	2.90	1.32	1 – 5	2.61	1.21	1 – 5
Have conversation with sales clerk	2.83	1.04	1 – 5	2.42	1.01	1 – 5
Look at mall exhibits	2.79	1.01	1 – 5	2.70	1.06	1 – 5
Have dinner	2.55	1.27	1 – 5	2.46	1.01	1 – 5
Watch other people	2.59	1.15	1 – 5	2.75	1.32	1 – 5
<i>Shopping Behaviors</i>						
Frequency of shopping for clothing from retail stores	6.23	2.03	3 – 9	6.22	1.78	2 – 9
Time spent shopping for clothing per trip	3.87	1.78	1 – 8	3.49	1.37	1 – 7
Frequency of shopping for clothing from catalogs	2.70	2.32	1 – 9	2.90	2.27	1 – 10
Frequency of shopping for clothing from TV home shopping channels	1.43	1.72	1 – 10	1.49	1.63	1 – 10
Frequency of shopping for clothing from Internet	1.23	.77	1 – 5	1.22	1.00	1 – 7
Materialism (18 items, $\alpha = .8164$)	59.83	7.31	42 – 71	56.12	7.32	39 – 77
Compulsive Buying (7 items, $\alpha = .7958$)	.79	2.10	-1.90 – 5.90	.06	2.11	-3.61 – 6.27
Self-Esteem (10 items, $\alpha = .8740$)	40.83	6.78	27 – 50	38.19	6.53	25 – 50

two groups. In addition, high involvement recreational shoppers and low involvement recreational shoppers had similar sociodemographic characteristics. Differences that

Table 24
Frequency Statistics for Sociodemographic Variables by High Involvement Recreational
Shopper and Low Involvement Recreational Shopper Subgroups

<i>Variable</i>	<i>High Involvement Recreational Shoppers Percent</i>	<i>Low Involvement Recreational Shoppers Percent</i>
<u>Gender</u>		
Male	33.3	38.2
Female	66.7	61.8
<u>Age</u>		
19 or younger	10.0	7.9
20 - 29	63.3	75.3
30 - 39	23.4	12.3
40 - 49	0.0	2.2
50 - 59	3.3	0.0
60 or older	0.0	2.2
<u>Race/Ethnic Group</u>		
African-American	13.8	20.7
Asian	44.8	52.9
Caucasian	17.2	18.4
Hispanic	10.3	6.9
Other	13.8	1.1
<u>Marital Status</u>		
Never Married	80.0	78.7
Married	16.7	14.6
Living Together	3.3	4.5
Separated	0.0	1.1
Divorced	0.0	0.0
Widowed	0.0	1.1
<u>Number of Children</u>		
None	63.3	69.8
One	13.3	17.4
Two	10.0	4.7
Three	10.0	6.9
Four	0.0	1.2
Five or More	3.3	0.0

Table 24--continued

<i>Variable</i>	<i>High Involvement Recreational Shoppers Percent</i>	<i>Low Involvement Recreational Shoppers Percent</i>
<u>Education</u>		
High School	3.3	2.2
High School Graduate	10.0	19.1
College	36.7	33.8
College Degree	40.0	24.7
Graduate School	6.7	6.7
Graduate Degree	3.3	13.5
<u>Student</u>		
Yes	66.7	71.9
No	33.3	28.1
<u>U.S. Citizen</u>		
Yes	43.3	53.9
No	56.7	46.1
<u>Annual Household Income</u>		
Less than \$10,000	7.1	12.5
\$10,000 - \$19,999	10.7	8.8
\$20,000 - \$29,999	25.0	10.0
\$30,000 - \$39,999	14.3	15.0
\$40,000 - \$49,999	14.3	18.7
\$50,000 - \$59,999	3.6	5.0
\$60,000 - \$69,999	0.0	11.3
\$70,000 - \$79,999	14.3	8.7
\$80,000 - \$89,999	3.6	3.8
\$90,000 - \$99,999	0.0	0.0
\$100,000 or more	7.1	6.2

were found between the two types of recreational shoppers will be discussed in the balance of this chapter.

Proposition 3

In light of Proposition 2, it was expected that high involvement recreational shoppers and low involvement recreational shoppers would exhibit different levels of participation in mall activities. Low involvement recreational shoppers were expected to focus on product acquisition activities, similar to Traditionalists, the group of mall inhabitants identified by Bloch et al. (1994), who are product acquisition oriented in shopping malls. On the other hand, high involvement recreational shoppers were expected to be very active shopping participants, engaging in a wide range of product-oriented and experiential activities to reap the full benefits of the leisure experience in and of itself. Hence, high involvement recreational shoppers would bear similar traits as Bloch et al.'s Mall Enthusiasts.

T-test analysis was used to compare the level of mall activity participation between the two groups. Only two marginally significant differences were found between high involvement recreational shoppers and low involvement recreational shoppers. Compared to low involvement recreational shoppers, high involvement recreational shoppers were more likely to have a conversation with a sales clerk in a store ($t = 1.90, p < .10$), but were less likely to browse in a store without planning to buy something ($t = -1.75, p < .10$). The latter result was not in the anticipated direction. A possible explanation for this finding is that high involvement recreational shoppers are more materialistic than low involvement recreational shoppers ($t = 2.36, p < .05$). Hence, product acquisition may be the ultimate goal of the high involvement recreational shopper, even when they participate in experiential aspects (e.g., browsing) of the marketplace.

To investigate the next two propositions, the correlations between intrinsic satisfaction and the mall activity items were analyzed for high involvement recreational shoppers and low involvement recreational shoppers. The results are shown in Table 25.

Proposition 4

For low involvement recreational shoppers, intrinsic satisfaction was positively related to making an unplanned clothing purchase and browsing without planning to buy something. The other mall activities that had significant correlations were negatively related to intrinsic satisfaction. For high involvement recreational shoppers, the four significant correlations were in a negative direction. This result was unexpected since it had been proposed that high involvement recreational shoppers' intrinsic satisfaction with shopping for clothing would be associated with their participation in both product acquisition and experiential activities. The strong positive association between intrinsic satisfaction and making an unplanned clothing purchase (product acquisition activity) for low involvement recreational shoppers provides partial support for Proposition 4.

Proposition 5

The correlation data suggests that making a product purchase is related to higher levels of intrinsic satisfaction for low involvement recreational shoppers in comparison to high involvement recreational shoppers. Making an unplanned clothing purchase had a stronger positive correlation with low involvement recreational shoppers' intrinsic satisfaction than it did with the intrinsic satisfaction of high involvement recreational shoppers. In light of the negative direction of the significant correlations for high involvement recreational shoppers' intrinsic satisfaction, the second part of the proposition, i.e., high involvement recreational shoppers realize higher levels of

Table 25
Correlations Between Intrinsic Satisfaction and Participation in Mall Activities

<i>Item</i>	<i>High Involvement Recreational Shoppers Intrinsic Satisfaction</i>	<i>Low Involvement Recreational Shoppers Intrinsic Satisfaction</i>
Have a snack in the mall.	-.188	.067
Have something to drink in the mall.	-.335*	-.082
Have lunch in the mall.	-.019	.135
Buy a nonclothing product in a mall store.	-.177	-.05
Make an unplanned clothing purchase.	.226	.319**
Walk around the mall for fun.	-.374*	-.038
Browse in a mall store without planning to buy something.	-.183	.209*
Browse in a mall store to perhaps buy something in the future.	-.345*	-.028
Walk in the mall for exercise.	.069	-.281**
Socialize with friends or family in the mall.	-.275	.014
Try on clothing in a mall store for fun.	-.204	-.078
Have a conversation with a sales clerk in a mall store.	-.066	-.097
Talk with other shoppers I meet in the mall.	.087	-.042
Look at special mall exhibits or shows.	-.46*	-.274**
Watch other people in the mall.	-.134	-.115

Table 25--continued

<i>Item</i>	<i>High Involvement Recreational Shoppers Intrinsic Satisfaction</i>	<i>Low Involvement Recreational Shoppers Intrinsic Satisfaction</i>
Go to see a movie in the mall.	.115	-.31**
Play a video game in the mall.	-.017	-.189*
Go on a carousel ride in the mall.	-.296	-.021
Get a haircut in the mall.	-.044	-.259**
Have dinner in the mall.	.141	-.244*

* $p < .05$ ** $p < .01$

enjoyment from experiential activities than low involvement recreational shoppers, was not supported.

Research Question 7 will be examined in Chapter 6, since it pertains to the meaning of the dimensions of shopping for high involvement recreational shoppers and low involvement recreational shoppers. Propositions 7 and 8, which are related to this research question, will be examined later in this chapter.

Proposition 6

The 4-item clothing-focused scale was used to measure high involvement recreational shoppers and low involvement recreational shoppers' attachment and possessiveness to purchased products. Although high involvement recreational shoppers are more materialistic than low involvement recreational shoppers ($t = 2.36, p < .05$), there was not a significant difference between the two groups' clothing-focused scores ($t = 1.57, p = .12$). In addition, there was not a significant difference in the clothing-

focused scores of materialistic recreational shoppers and nonmaterialistic recreational shoppers ($t = -.96, p = .34$). The relatively low reliability of the clothing-focused scale ($\alpha = .5733$) may have influenced the lack of support for Proposition 6.

With this issue in mind, subsequent analyses were conducted using a different measure of attachment and possessiveness to purchased products, i.e., the centrality subscale from Richins and Dawson's (1992) materialism scale which taps the "importance of acquisitions and possessions generally" (p. 309). Using the measure of centrality, three sets of group comparisons were analyzed: 1) recreational shoppers and nonrecreational shoppers, 2) high involvement recreational shoppers and low involvement recreational shoppers, and 3) materialistic recreational shoppers and nonmaterialistic recreational shoppers.

Recreational shoppers had significantly higher centrality scores than those of nonrecreational shoppers ($t = 6.36, p < .0001$). This result is not surprising given that recreational shoppers are more materialistic than nonrecreational shoppers. The centrality scores of high involvement recreational shoppers were only marginally higher than the scores of low involvement recreational shoppers ($t = 1.68, p < .10$), suggesting that high involvement recreational shoppers' strong identity with recreational shopping as a leisure pursuit stems from the benefits they realize from the experience of shopping for clothing as a whole.

For the last group comparison, there was a significantly higher centrality level among materialistic recreational shoppers ($n = 78$) than within nonmaterialistic recreational shoppers ($n = 37, t = 6.36, p < .0001$). Related to this last result, compared to nonmaterialistic recreational shoppers, materialistic recreational shoppers were

somewhat more likely to make an unplanned clothing purchase ($t = 1.73, p < .10$), but were less likely to perceive shopping for clothing to be a spontaneous activity ($t = -1.71, p < .10$). Thus, while materialistic recreational shoppers may be frequently thinking about going shopping for clothing, they may not always know what they are going to buy and may be prone to buying influences within the retail environment (e.g., product displays, sale signs, salesperson suggestions, and atmospherics).

Enduring Involvement and the Meaning of Recreational Shopping

Proposition 7

As shown in Table 26, high involvement recreational shoppers realized a significantly higher level of intrinsic satisfaction from shopping for clothing than low involvement recreational shoppers ($t = 2.95, p < .01$). This result parallels the findings of McIntyre (1989) and Celsi et al. (1993) that higher levels of involvement in leisure pursuits (i.e., camping and skydiving respectively) were associated with higher levels of enjoyment being realized by full-fledged “enthusiastic” participants.

Proposition 8

Consistent with the previous result, high involvement recreational shoppers perceived greater benefits than low involvement recreational shoppers did from two of the other three dimensions of leisure uncovered in this study, i.e., spontaneity ($t = 2.39, p < .05$) and mastery ($t = 4.40, p < .0001$). (See Table 26.) In addition, high involvement recreational shoppers perceived greater benefits than low involvement recreational shoppers did from interacting with salespeople ($t = 2.11, p < .05$).

Similar to the finding for Proposition 7, the results pertaining to Proposition 8 parallel McIntyre (1989) and Celsi et al.’s (1993) findings that there is a progression of

Table 26
Comparison of High Involvement Recreational Shoppers
and Low Involvement Recreational Shoppers

<i>Measure</i>	<i>Mean High Involvement Recreational Shoppers</i>	<i>Mean Low Involvement Recreational Shoppers</i>	<i>t-value</i>	<i>p (<)</i>
Intrinsic Satisfaction	48.57	44.87	2.95	.01
Spontaneity	18.57	16.89	2.39	.05
Mastery	24.93	21.63	4.40	.0001
Fantasy	23.34	22.07	1.24	n.s.
Social	24.17	24.29	-.13	n.s.
Salesperson	17.60	16.10	2.11	.05
Clothing-Focused	16.07	15.36	1.57	n.s.

meaning and evolution of motives for highly involved leisure participants. In the case of recreational shoppers, feelings of spontaneity and mastery appear to propel the recreational shopper to higher levels of involvement and an internalization of the activity into the self to be exhibited as a salient recreational shopper identity. Given that high involvement recreational shoppers and low involvement recreational shoppers had similar clothing-focused and centrality scores, it appears that the evolution in shopping motives, from enjoyment to spontaneity and mastery, stems from high involvement recreational shoppers engaging in shopping for clothing as an end in itself with benefits being drawn from both product acquisition and experiential pursuits.

Proposition 9

Recreational shoppers had significantly lower self-esteem scores than those of nonrecreational shoppers ($t = -3.92, p < .001$). This result is consistent with the earlier findings that compulsive buying and materialistic tendencies are associated with being a recreational shopper. Both compulsive buyers and materialists have lower self-esteem than the general population (O'Guinn and Faber 1989; Richins and Dawson 1992) and seek emotional nutrition through the process of shopping and product acquisition. Thus, recreational shoppers are likely to also use the marketplace for emotional uplift and alleviating negative self-regard.

Proposition 10

Given the previous proposition, high involvement recreational shoppers were expected to have lower-self esteem than low involvement recreational shoppers. The t -test result, however, was in the opposite direction. High involvement recreational shoppers had slightly higher self-esteem scores than those of low involvement recreational shoppers ($t = 1.89, p < .10$). This unexpected result may stem from high involvement recreational shoppers incorporating the activity of shopping for clothing into their self-concept and developing a highly salient leisure identity that acts in the service of self-enhancement and self-identification (Haggard and Williams 1992; Shamir 1992).

Summary

Although it has been suggested in the consumer behavior and retailing literature, as well as in popular culture that shopping is a recreational/leisure activity, the present research was the first to conceptualize and measure shopping as a leisure pursuit. The

survey results, which are summarized in Table 27 according to the dissertation's research questions and propositions, substantiate this perspective.

Based upon a measure of recreational shopper identity salience, a subset of the survey respondents viewed shopping for clothing as a leisure activity. These respondents, classified as recreational shoppers, had a higher level of involvement in and identification with the activity of shopping for clothing than nonrecreational shoppers. Four dimensions of leisure were present in recreational shoppers' clothes shopping experiences: intrinsic satisfaction, spontaneity, mastery, and fantasy. These dimensions differentiate shopping as leisure from shopping that is considered a nonleisure activity.

While previous research has identified recreational shoppers using a single-item measure of enjoyment from shopping, the emergence of three other leisure dimensions, in addition to enjoyment (i.e., intrinsic satisfaction) in this research, suggests that recreational shopping is a multidimensional activity that extends beyond just feeling enjoyment to include other emotions and feelings such as spontaneity, mastery, and fantasy. Although intrinsic satisfaction had the strongest association with recreational shopper identity making it the "essence" of recreational shopping, the other three leisure dimensions were strongly correlated with recreational shopper identity as well as, in addition to being positively associated with intrinsic satisfaction. The correlation results suggest that spontaneity, mastery, and fantasy are "causes" of intrinsic satisfaction. The exact relationship among the leisure dimensions, however, requires further investigation.

Three other dimensions of recreational shopping also emerged from the survey data: social, salesperson, and clothing-focused. These shopping dimensions have been identified in previous research on shopping motives and shopper typologies, but have not

Table 27
Summary of Survey Results, Research Questions, and Propositions

Research Question 1: Which dimensions of leisure discriminate recreational shopping from non-recreational shopping?

1. Recreational shoppers had a stronger recreational shopper identity than nonrecreational shoppers ($p < .0001$).
2. Recreational shopping was comprised of four leisure dimensions: intrinsic satisfaction, spontaneity, mastery, and fantasy.
3. Recreational shopping was comprised of three shopping dimensions: social, salesperson, and clothing-focused.

Research Question 2: What is the relationship between the dimensions of recreational shopping and intrinsic satisfaction?

1. Intrinsic satisfaction had the highest positive correlation (.78) with recreational shopper identity.
2. Mastery had the strongest positive association (.60) with intrinsic satisfaction, followed by the fantasy (.48), spontaneity (.52), social (.44), clothing-focused (.44), and salesperson (.33) dimensions.
3. Intrinsic satisfaction ($\beta = .52$) and spontaneity ($\beta = .30$) had a positive effect on the frequency of shopping for clothing in a retail store.
4. Intrinsic satisfaction ($\beta = .30$), social ($\beta = .14$), and fantasy ($\beta = .12$) positively influenced the amount of time spent shopping for clothing.

Research Question 3: What activities do recreational shoppers participate in to experience the different dimensions of recreational shopping?

1. Recreational shoppers participated more frequently than nonrecreational in 13 of 20 mall activities. Most of these activities were experiential in nature as opposed to being product purchase actions.
-

Table 27--continued

-
2. Passing time activities positively influenced recreational shopper identity ($\beta = .39$) and the intrinsic satisfaction ($\beta = .44$), spontaneity ($\beta = .16$), mastery ($\beta = .35$), fantasy ($\beta = .47$), social ($\beta = .36$), and clothing-focused ($\beta = .31$) dimensions of shopping for clothing.
 3. Product purchase activities had a positive effect on the intrinsic satisfaction ($\beta = .15$) and spontaneity ($\beta = .22$) dimensions.
 4. People interaction activities positively influenced the salesperson dimension ($\beta = .45$).
 5. Entertainment activities negatively affected the intrinsic satisfaction ($\beta = -.11$) and clothing-focused ($\beta = -.16$) dimensions.
 6. Service related activities had a negative effect on the salesperson dimension ($\beta = -.11$).
 7. The frequency of shopping for clothing in a retail store was positively affected by passing time activities ($\beta = .22$) and products purchased ($\beta = .18$).
 8. The time spent shopping for clothing was positively influenced by passing time ($\beta = .26$) and negatively affected by entertainment activities ($\beta = -.18$).

Research Question 5: How does the presence of a shopping companion influence the nature and importance of leisure dimensions experienced while recreational shopping?

1. Social recreational shoppers were more likely to socialize with family and friends ($p < .01$) and eat lunch in a mall ($p < .05$) than nonsocial recreational shoppers.
 2. Social recreational shoppers realized greater benefits from the social ($p < .0001$) and fantasy ($p < .05$) dimensions of shopping for clothing than nonsocial recreational shoppers.
 3. Social recreational shoppers realized slightly more benefits from interacting with salespeople than nonsocial recreational shoppers. ($p < .10$).
-

Table 27--continued

Research Question 6: What role does a salesperson play in a recreational shopper's shopping experience?

1. Recreational shoppers perceived greater benefits from interacting with retail stores salespeople than nonrecreational shoppers. ($p < .0001$)
2. Recreational shoppers were likely to have a conversation with a salesperson in a store than nonrecreational shoppers. ($p < .001$)

Proposition 1: Recreational shoppers are more likely to engage in fantasy behavior than nonrecreational shoppers.

1. Recreational shoppers realized greater benefits from engaging in fantasy behavior than nonrecreational shoppers. ($p < .0001$)

Proposition 2: Consumer involvement with recreational shopping varies along a continuum from low involvement to high involvement.

1. High involvement recreational shoppers had a stronger recreational shopper identity than low involvement recreational shoppers. ($p < .0001$)

Proposition 3: At low levels of recreational shopping involvement the focus of consumers' shopping experiences is product acquisition, while at high levels of recreational shopping the focus of consumers' shopping experiences is the experience in itself.

1. High involvement recreational shoppers were slightly more likely to have a conversation with a sales clerk in a retail store than low involvement recreational shoppers. ($p < .10$)
 2. High involvement recreational shoppers were slightly less likely to browse in a store without planning to buy a product than low involvement recreational shoppers. ($p < .10$)
 3. High involvement recreational shoppers are more materialistic than low involvement recreational shoppers. ($p < .05$)
-

Table 27--continued

Proposition 4: Low involvement recreational shoppers realize higher levels of enjoyment and satisfaction from product acquisition than from experiential activities; in contrast high involvement recreational shoppers realize higher levels of enjoyment and satisfaction from the shopping experience as a whole than from product acquisition.

Proposition 4 was not supported by the survey data.

Proposition 5: Low involvement recreational shoppers realize higher levels of enjoyment and satisfaction from product acquisition than high involvement recreational shoppers; in contrast high involvement recreational shoppers realize higher levels of enjoyment and satisfaction from experiential activities than low involvement recreational shoppers.

Proposition 5 was not supported by the survey data.

Proposition 6: High involvement recreational shoppers exhibit lower levels of attachment and possessiveness to purchased products than low involvement recreational shoppers.

1. High involvement recreational shoppers and low involvement recreational shoppers had similar levels of attachment to the clothing they purchased
2. High involvement recreational shoppers were slightly more acquisition focused and product possessive than low involvement recreational shoppers. ($p < .10$)
3. Materialistic recreational shoppers were more acquisition focused and product possessive than nonmaterialistic recreational shoppers. ($p < .0001$)

Proposition 7: High involvement recreational shoppers realize higher levels of enjoyment from shopping than low involvement recreational shoppers.

1. High involvement recreational shoppers realized more enjoyment from shopping for clothing than low involvement recreational shoppers. ($p < .01$)
-

Table 27--continued

Proposition 8: High involvement recreational shoppers have higher mean scores on the measures of the other dimensions of leisure than low involvement recreational shoppers.

1. High involvement recreational shoppers realized greater benefits from the spontaneity ($p < .05$) and mastery ($p < .0001$) dimensions of shopping for clothing than low involvement recreational shoppers.
2. High involvement recreational shoppers realized greater benefits from interacting with salespeople than low involvement recreational shoppers. ($p < .05$)

Proposition 9: Recreational shoppers have lower self-esteem than nonrecreational shoppers.

Recreational shoppers had lower self-esteem than nonrecreational shoppers. ($p < .0001$)

Proposition 10: High involvement recreational shoppers have lower self-esteem than low involvement recreational shoppers.

High involvement recreational shoppers had slightly higher self-esteem than low involvement recreational shoppers. ($p > .10$)

been ascribed to the recreational shopper's experience per se. The social, salesperson, and clothing-focus dimensions were positively associated with the four leisure dimensions as well as with recreational shopper identity. The exact relationship among the leisure and shopping dimensions also remains uncertain at this time.

Additional descriptive information about recreational shoppers that serves to augment past research was extracted from the survey data. Recreational shoppers are younger and have a lower level of income than non-recreational shoppers. In addition, females, those who have never been married, students, non-U.S. citizens and minority groups (i.e., African-Americans, Asians, and Hispanics) have stronger recreational

shopper identities than their counterparts (i.e., males, non-students, U.S. citizens, and whites). The findings regarding age, student status, citizenship, and minority groups have not been reported in previous research on recreational shoppers.

Compared to nonrecreational shoppers, recreational shoppers are more active market participants. They go shopping for clothing more frequently and spend more time shopping than nonrecreational shoppers. In a shopping mall setting, recreational shoppers participate more frequently than nonrecreational shoppers in a host of product purchase and experiential activities. These activities enable recreational shoppers to experience the aforementioned leisure and shopping dimensions while in the marketplace. Consistent with this research, Bellenger and Korgaonkar (1980) did find that recreational shoppers spend more time shopping and searching for product information than nonrecreational shoppers. Their higher level of shopping intensity and mall activity participation appears to make recreational shoppers akin to Bloch et al.'s (1994) mall enthusiasts.

Consistent with their active engagement in the retail environment, recreational shoppers are more likely than nonrecreational shoppers to be materialists and compulsive buyers. Moreover, they had lower self-esteem than nonrecreational shoppers, suggesting that shopping provides recreational shoppers emotional uplift and self-enhancement. While the relationship between materialism, compulsive buying, and self-esteem has been probed in the past (O'Guinn and Faber 1989; Richins and Dawson 1992), the relationship between these three variables and recreational shopping had not been investigated. Regression results suggested that materialism influenced the tendency to be a recreational shopper, while recreational shopper identity affected the propensity to be a

compulsive buyer and moderated the effect of materialism and self-esteem on compulsive buying.

Among recreational shoppers, there were different perceptions about shopping with a companion. The majority of recreational shoppers, labeled social recreational shoppers, were social in nature and viewed shopping for clothing to be a group activity. They valued the presence of a shopping companion much more than the group of recreational shoppers who were considered nonsocial recreational shoppers. In addition, consistent with their need for affiliation, they realized slightly more benefits from interacting with salespeople than nonsocial recreational shoppers. In previous research, recreational shoppers had not been differentiated in terms of desired social benefits and their preference for shopping alone or with a companion, although Bellenger and Korgaonkar (1980) did indicate that recreational shoppers were more likely than nonrecreational shoppers to shop with a companion.

Social recreational shoppers also engaged in more fantasy behavior and realized slightly more benefits from interacting with salespeople than nonsocial recreational shoppers. This result together with the finding that recreational shoppers are more prone to fantasy than nonrecreational shoppers sheds more light on the importance of fantasy in consumer behavior. Thus far, this potentially fruitful topic has attracted limited attention in the consumer behavior literature (Fournier and Guiry 1993; O'Guinn and Faber 1989)

Recreational shoppers had different levels of involvement with shopping for clothing as reflected in the strength of their recreational shopper identity scores. Drawing on the leisure literature, it was expected that as recreational shoppers became more involved with recreational shopping the focus of their attention would move from product

acquisition to the shopping experience as a whole. Proposition 3 which was raised to test this premise was not supported by the survey data as high involvement recreational shoppers and low involvement recreational shoppers had similar levels of participation in 18 of 20 mall activities, along with being similarly attached to the clothing that they purchased. Moreover, high involvement recreational shoppers were found to be more materialistic as well as slightly more acquisition focused and product possessive than low involvement recreational shoppers. The higher level of materialism is presumed to put product acquisition at the center of high involvement recreational shoppers' shopping experiences. Three follow-up propositions, related to Proposition 3, were also not supported by the data.

Although high involvement recreational shoppers were product focused, when they were compared to low involvement recreational shoppers on the four dimensions of leisure, they appeared to have different motives for shopping and garnered different benefits from their participation as well. High involvement recreational shoppers received more enjoyment from shopping for clothing as well as stronger feelings of spontaneity and mastery than low involvement recreational shoppers. The differences in levels of enjoyment, spontaneity, and mastery suggest that there is a progression of meaning and evolution of motives, similar to that seen in other leisure activities (Celsi et al. 1993; McIntyre 1989), as recreational shoppers become more involved in, committed to, and enthusiastic about shopping. For the recreational shopper, the shopping experience becomes more meaning laden and self fulfilling, forging a recreational shopper identity that enables the recreational shopper to become one with the activity of shopping.

Seemingly related to the aforementioned progression of meaning, high involvement recreational shoppers had slightly higher self-esteem than low involvement recreational shoppers supporting the self-enhancing function of a prominent recreational shopper identity. This result suggests that for some consumers leading the life of a recreational shopper and actively participating in retail environments provides positive long-term self-serving benefits, standing in contrast to the short-term compensatory role that shopping plays in the compulsive buyer's life (O'Guinn and Faber 1989).

In Chapter 6, the results from the analysis of the interview data will be discussed to substantiate and augment the survey results. The dissertation's a priori themes and research questions will frame the discussion.

CHAPTER 6

QUALITATIVE DATA RESULTS

The a priori themes and research questions that were examined by analyzing the interview data will be discussed in this chapter. The relevant themes and research questions are summarized in Table 28.

As discussed in Chapter 4, a constant comparative method of data analysis was used to analyze the interview transcripts, which had yielded 375 single-spaced pages of data. During the data analysis process, the transcripts were read and reread individually with each a priori theme and research question in mind in search of supporting as well as disconfirming evidence in informants' responses. As the interviews were read, margin and written notes were made to code the data for thematic content. Subsequently, the transcripts were analyzed collectively to find support for the a priori themes and answers to the research questions by uncovering similarities across the informants' replies. At this stage in the data analysis process, the coded data from the ideographic analysis was organized into broader and more abstract thematic categories.

During the course of analyzing the interviews, additional themes emerged from the data. One of the emergent themes, labeled types of shopping trips, will be discussed at the beginning of this chapter since these shopping trips will be referred to while elaborating the a priori themes and research questions. The other emergent themes will be explained in detail following the discussion of the a priori themes and research

Table 28
A Priori Themes and Research Questions Investigated by the Interview Data

A Priori Theme 1:	Recreational shopping is characterized by the same dimensions as a leisure experience.
Research Question 4:	How does the meaning of recreational shopping differ between those who prefer to shop alone and those who prefer to shop with a favorite companion?
Research Question 6:	What role does a salesperson play in a recreational shopper's shopping experience?
A Priori Theme 2:	Recreational shopping involvement influences the nature and personal meaning of consumers' shopping experiences.
Research Question 7:	How does the level of recreational shopping involvement influence the nature and importance of the leisure dimensions experienced while shopping?
A Priori Theme 3:	High involvement recreational shoppers participate in recreational shopping primarily because the activity is a means of self-expression and central to their lifestyle.
A Priori Theme 4:	Low involvement recreational shoppers participate in recreational shopping primarily because of their interest in the activity and enjoyment realized from it.
A Priori Theme 5:	At the highest level of involvement, recreational shopping may be incorporated into consumers' self-concept as a recreational shopper identity.
A Priori Theme 6:	Recreational shopping enthusiasts engage in recreational shopping as a means of self-enhancement and self-identification.
A Priori Theme 7:	Recreational shopping enthusiasts engage in shopping as a means of bolstering positive self-feelings and reducing negative self-regard.
A Priori Theme 8:	The shopping experience as a whole becomes more meaningful when recreational shopping enthusiasts' marketplace presence is inspired by positive self-feelings.

questions. As each theme and research question is discussed, support is provided by verbatim quotes from the interviews to provide a thick description (Denzin 1989; Geertz 1973) of informants' experiences and perspectives.

Types of Shopping Trips

While analyzing the interview data, it became apparent that informants went on three different types of shopping trips; each one could be considered a form of recreational shopping. Using the terminology of informants, these shopping trips are labeled: mission shopping, window shopping, and mood shopping.

Mission Shopping

Mission shopping is the type of shopping recreational shoppers undertake when they plan to make a clothing purchase. When mission shopping, informants had a goal or objective to reach. They either had a specific item in mind that they wanted to purchase (e.g., a pair of blue jean short shorts at Express) or their purchase goal was more general in nature (e.g., a pair of casual shorts or something different). Thus, the purchase goal ranged from the very clear to the very nebulous.

Mission shopping was triggered by a number of different circumstances. It occurred when informants had extra money on hand to spend on clothing, wanted or needed to buy an outfit for an occasion or event (e.g., holiday, wedding, vacation/excursion, or business function), went shopping for clothing for the new school year or season, wanted/needed to replace an old item (e.g., buy a new pair of jeans or a new swimsuit), went shopping to buy a gift, or just had the urge/need to buy something new. According to the qualitative data, mission shopping was not associated with making minor low involvement clothing purchases that seemed purely functional in

nature, such as going to the store to purchase a pair of socks or pantyhose. A mission shopping purchase was more involving, significant, and fulfilling to recreational shoppers and seemed to have some hedonic value to them that stemmed from that product that was purchased.

Um, usually when I go to the mall it's to get something for someone or for myself. Ok. I always end up walking and saying, oh, as long as I'm here, I'm buying something for myself, when I bought something for the other person also. Rarely do I go just to look. You know, I have an incentive. I have a motive to go. . . . If I have the money and I go with the idea that I'm going to come back home with something, I'm very disappointed if I don't find something. Then it becomes a mission. I'll keep going until I find something that I want. . . . Um, if I have a special occasion coming up. If I have a conference or a workshop that I have to go and speak to. That would be a mission outfit. Because you know what kind of outfit you want to have on when you're with friends or the people that you only see twice a year at a conference. Every time they see you, you want to look nice. That's a mission outfit. (Sabrina)

Um, when I got my tax returns I a, I specifically set an amount aside to spend on clothing. Um, and I went out by myself and had a field day. . . . And, um, I did look at prices but not so much. I had in mind what kind of clothing I wanted. . . . I got, um, basically, a, like a vest, for example. And I got a nice pair of, um, of shorts, and a really nice top and stuff. (Christine)

But if you go by yourself you're usually down to business. You're going to shop. . . . Well, like if I, if there's something I want. Like if there's, like graduation or something coming up and you want to buy a certain outfit for that. Or if you're going to the beach and you want to buy, you know, some summer clothes. Or going out of town on vacation. If you have a purpose that you know that or you even got, like money. Like, your parents gave you 100 bucks for a present, a birthday present. Then you say, well, I want to spend that 100 bucks on clothes. And then you know, you know what you are going to do. (Shannon)

But a lot of the times I go shopping because I think I need something. . . . Um, very rarely do I just shop just to shop, you know. . . . I like having some, some type of goal. I mean, if I'm going to go shopping I know that I might walk out of the mall with something. So, my goal is, if I'm going to walk out with something make it something that I really like, you know. . . . I mean, you know, I may have, I may have an idea in mind of what I need. But if I don't find it in one store, I'll just go to the next one. I mean, I'm not going to quit shopping because I don't find it in one store. I'll just, you know, go, go around. (Ian)

In my mind holidays merit a new outfit, you know. Like Fourth of July. I'm not going to wear what I wore last and I know what I wore last Fourth of July. Because I bought it just for Fourth of July. And I'm not going to wear it. I'm not even going to wear something that I have in my closet. . . . Nah, nah, no I don't. . . So, I don't have anything to wear for that occasion. (LeTonya)

Sometimes I go shopping, it's I need to get something to go with this outfit. Or I need to get a dress or something to wear to this event. . . . If I need something I'm on a mission. And you have, you have an objective. You have a goal. . . . Um, if I'm looking for a swimsuit I'll go into stores that carry swimsuits and I go right to that department. And when I'm finished, I usually walk out. . . . If I'm looking for a particular item I will. I'll go to, like the swimsuit. Um, instead of buying the first one that I saw that I liked, I had her put it on hold, and I went around to some other stores. And, and I even keep a little pad. And I wrote down, ok, Leggetts, white suit and how much it was. And then I went to another store and if I didn't see anything there, you know, if I saw something it was like, ok. Um, the other place I went was like, Anything But Water. And that suit and, and how much that one was. And, so that was a swimsuit. . . . Um, if I'm gift shopping and I know what I want to get that person then it's almost like you're on a mission, the mission shopping for clothes. You know what, what item you want. I know that my sister collects teapots. So I know that I want to, I wanted to get her a teapot for her birthday. So I went out and looked for a teapot. If I went out shopping for her and had no idea what to get her then it's like I was, in a way it's like I was just shopping by just milling around. (Jean)

Mission shopping was characterized as being a focused, purposeful activity. As the name implies and informants' comments suggested, mission shopping is like a job or an assignment, but one that recreational shoppers wanted to do because of the end reward; buying a new and desired clothing item.

But then by yourself when you're just shopping you're getting something accomplished. You're finding the deal that you want. You're getting the clothes. You're bringing them home. You know, it's, you feel like you've conquered something. (Shannon)

You know, your focus is, is more limited as to, um, what you're looking at. Well, I think for me, the, the focus is just a lot more limited. I know that I'm going to look for, you know, maybe I don't have a certain color picked out or a certain, you know, style of maybe a dress picked out. . . . But I knew that I needed an Easter dress and that I needed to get something nice, you know. (Ian)

I think I like going when I need to shop because I know I'll leave with something. If I don't need to shop, I'm usually, then I'm frustrated because I didn't buy anything. . . . I didn't find what I was looking for. And it was an awful shopping trip. If I needed to shop, then usually, because if I don't need to shop then I don't know what I'm looking for. I don't have a, you know, a plan. I don't have a mission like that dress for Memorial Day. I knew what I was going, I knew what I wanted. . . . But if I need to shop then I'm usually pretty focused. I know what I need to get and I usually leave with something. I had to leave with something, you know. Can't go out empty handed. (LeTonya)

Usually, I shop when I'm happy when I'm looking for something for something specific. So, if I'm, usually, I'm happy when I'm going out. So, you know, it's like, oh, ok, this is fun. Now I get to go find something to wear, you know, to the special occasion. . . . I like to shop for, like dressy things. Like going out, really nice clothes. I, rather than just like, a pair of shorts or stuff like that. Unless, I'm going to a picnic, you know. I don't know. I'm an occasion type person. So, if there's an occasion, I like to shop for it. . . . Yeah, it's a lot easier for, for me to buy a dress. I don't know why. It's more expensive. I should go get the Reeboks. But, I don't know. It's just, it's easier. I feel better. You know, I feel better. You know, I feel better coming out of the mall with a dress than coming out of the mall with a pair of shoes. A pair of tennis shoes or a pair of spandex or a sports bra or a t-shirt. You know, I feel like I really didn't accomplish much for my time I spent. I, I have to feel like there's a tradeoff, you know. If I'm going to spend five hours in the mall, I need to at least come out with something worth me spending five hours in the mall, you know. (Cametra)

Although it may be viewed as a job, mission shopping usually was an enjoyable activity. The enjoyment appeared to stem from successfully completing the mission, the accompanying sense of fulfillment from realizing the desired goal of making a clothing purchase, and possessing new clothing. Once the mission was over, recreational shoppers were able to enjoy the fruits of their labor by wearing their new garment and displaying their accomplishment.

Although informants enjoyed mission shopping, at times, this type of shopping could be frustrating and stressful for them, if they could not find an item to satisfy their need or craving or they felt under pressure to make a purchase.

I was in Massachusetts visiting with relatives. I needed to get a dress for graduation. Something that was short enough not to stick out under the robe and with no collar. So, I had no luck. I went to, um, a mall that was 45 miles away with my mother. And um, it was actually, we ended up in a TJ Maxx. Tried on almost everything there and didn't like anything or it wasn't appropriate. . . . But um, I wanted it to be a little special. So, um, as it turned out I did not find anything. . . . Two hours at TJ Maxx. I would say another two hours at the Greendale Mall. So four hours. And then I just ran out of time because I had other things to do on my trip. (Pat)

I, I was looking, about a month or so ago, I was looking for a new swimsuit. And the first time that we went out. Um, we were going to go to the beach the next day and we went out to dinner with some friends, and I said, well, gee, if we're going to go to the beach tomorrow, I need to get a new swimsuit. . . . So, we went to, um, the mall. We were right down the street from the mall. We went to the mall and I was feeling pressure. Like I have to find one right then. And I saw a couple that, yeah, they're nice, but. I would rather have more time to look and pick what I really want than to be rushed because the store's going to close in 30 minutes and you gotta have a swimsuit. So we picked a couple and my husband was like, well, yeah, just go ahead and buy it. I'll pay for it. And I thought, but, you know, I really, I'm really, no. I, I, I don't feel 100% about this suit. And I don't want to buy it and then get it home and never wear it. And well, I don't know, you need one for tomorrow. And I said, Bill, if we're going to go to the beach tomorrow, I'll just do something else. You know, I can wear shorts and a tank top. I don't have to have a swimsuit. I'm not, I really, and he went out to the car to get his checkbook and came back. And I was like, I don't want it. I want more time. (Jean)

I, sometimes I like shopping if, sometimes I hate shopping. . . . Um, I think if, if I know I'm looking for a certain thing. Like, um, at Christmas I wanted, um, an American flag sweater. I, I wanted a specific sweater. I couldn't find it anywhere. I hated shopping then, you know, because I was looking for a specific thing and nobody had it. You know, and nobody could help me in finding it. (Ian)

You know, if, if I, if I'm looking for something specific or I'm want something to catch my eye and I only have an hour to spend and in an hour it doesn't catch, I don't find anything. It's like ok, well, fine. I only put an hour into it. So, the fact that I walked out that door with nothing doesn't really upset me. But if I'm like determined to find something and I spend all day there and I don't find anything then, yeah, I'm a little perturbed when I don't find anything, you know, that catches my eye. And I have to leave without anything. But I'd rather leave without anything then buy something just because I'm there, you know, so. (Cametra)

The frustration that informants periodically experienced when mission shopping is summed up by their comments about not being able to find a clothing item to satisfy their needs or desires when they were willing and able to make a purchase and how easy it was to find clothing when they were not planning to buy. This paradox that recreational shoppers face is referred to in this research as the recreational shopper's lament.

And usually when you want to spend money on clothes, you can't find anything. And when you don't have money to spend you find everything (Shannon)

It seems like whenever I have money to buy clothes there's nothing in the store that I like. But it's always the reverse opposite when I have no money. And that can be so frustrating at times. (Christine)

Ah, if I go with friends when they're shopping that's usually when I'll find something that I would like to purchase, but I haven't saved the money for it at that point. And so, I'll see it but won't have the money for it that time. When I'm going to look and I have the money that I want to spend, I can't find anything. It's very strange. (Pat)

Well, usually when I don't have money or I'm not planning on buying anything I can find so many things that I want. But a, when I have money and I know I'm going to spend it, I get really picky and I'm just like, well I don't know if I'm going to need that. (Jennifer)

As far as what type of shopping I prefer, I think I just like to go to the mall and just look. And if I see something and I want to buy it fine. I don't feel like I'm on a mission or pressured to buy anything. . . . I mean something will usually jump out at me. It's almost like when you're looking for something, you can't find it. When you don't look, you can find it. And that's really a good analogy of shopping. Maybe you should shop like everyday and then you never have to go shopping (Jean)

Recreational shoppers seemed to encounter this paradox because they are more closed minded, focused, and perhaps pressed for time when they are mission shopping, in contrast to being relaxed and care free when window shopping. Although not

investigated in this research, it seems that the type of shopping recreational shoppers are engaging in may influence their decision making process for making a clothing purchase.

Window Shopping

A second type of recreational shopping that informants engaged in that stands in contrast to mission shopping was window shopping. Window shopping occurred when informants entered the marketplace to look at clothing without having an item in mind that they intended to buy or a planned purchase goal. Yet, during this type of shopping trip recreational shoppers were open to the possibility of making a purchase, if a clothing item caught their attention. If a clothing purchase did occur while window shopping, it was an impulsive act unlike the premeditated purchase seen in mission shopping.

It's where you're just going to look. You don't have anything to buy. And you, you don't plan to buy anything. You're just going window shopping. You're just going to go and look. You're just looking. And if you see something, I guess that's what I did when I went to Ross. I was just looking. I was wasting time. I just happened to see something that I liked and I bought it. . . . Um, if I happen to see something that my sister would like, I'd buy it. I'd put it in the closet and when her birthday rolls around I'll pull it out. Um, and so I've already gotten little things. I mean something will usually jump out at me. (Jean)

In contrast to mission shopping, window shopping was characterized as being carefree, unrestricted and capricious in nature.

Ah, I think it's a lot funner just to go and look around. And like just decide to buy something on a whim if it looks good. Where when you are restricted as to like what you can wear and what would look, you know, reasonable for a, any function that you have to go to. That kind of limits it when you're looking for things. (Christine)

I tend to find better things (when just looking) because usually I, I find something. You know, something grabs my eye. . . . Usually, I don't (have something in mind to buy). It's just something that catches my eye. . . . And, basically I try not to really look real hard, you know. I just, if something catches my eyes. I just, like, I don't like to go school shopping, like before school or whatever. And go out and try to buy as many clothes or whatever as I like. Because then I end up

with outfits that I don't like. I try to shop all the time and I'll find an outfit here, an outfit there, a shirt there, you know. And, and end up with better clothes that I like more that way. So, I guess I'm always shopping. (Michelle)

If I need something I'm on a mission. And you have, you have an objective. You have a goal. . . . When I'm just leisurely shopping or just wasting time in a mall, I'll go in and out of almost every store and I look around. . . . And it's just walking and you don't need anything. And you're just kind of walking around just looking, but you're not really looking. You're just kind of there. . . . I enjoy leisurely shopping more. Um, because when you're on a mission if you don't find it you kind of feel like, almost like there's a little bit of a let down that gee, I spent all day and didn't find a thing. But if I'm leisurely shopping, who cares if I didn't buy anything. I looked. I had, I enjoyed myself. And it, it, it really can be relaxing. A lot of people won't believe that, but it really can. Just to walk through the mall and you're not in hurry to get anywhere. Um, and usually when I'm just doing leisurely shopping like that, is when I'll find something. Because I think I might be more open. Like the time I went into, um, Steinmart, I wasn't really looking for anything in particular. It wasn't a mission like when I bought this shirt. It, um, some other times that I've gone out there was no, when I went to Ross I'd, I had to go, I had to go downtown for a meeting. And I was early because I had, was coming between two different place. And I was, I was coming from downtown going to a lunch meeting and I was early, and I thought, well, I'll just run in here and waste some time and look. If I had gone in there looking for an outfit, I wouldn't have found it. (Jean)

It's a lot of fun to walk around and if you don't have anything else, you know, that you're supposed to be doing like studying. . . . Yeah, I like to do that (window shopping). Like, if you don't have anything better to do. You know, with a bunch of people you go out and just walk the mall and talk and look at the people and look at the clothes and maybe even try stuff on. . . . I mean, I go not to buy anything. . . . I mean, sometimes when I window shop I end up buying something. (Shannon)

Some informants viewed window shopping as a social activity. Sometimes they used it to spend free time and socialize with family and friends. At other times informants played the role of the helpful shopping companion when they offered advice and facilitated their partner's shopping process.

I usually don't go window shopping by myself unless I'm really bored. It's more of a social thing I think if you go window shopping with a bunch of friends or somebody. You know, you stop and get ice cream and look around, you know. Or you go with family and get coffee or something like that. . . . If, if you're with

friends and stuff and you're making it fun. By yourself it's not fun to window shop really. . . . If you're with friends it's a different kind of fun. I mean, it's, it's like you're having fun socially. . . . So that's when it's fun. You know, it, it is fun to shop with your friends if you're not there, if you're just kind of, yeah, if I see something I'll buy it. . . . But it's fun to have a friend along if you're not too serious and you have all day to kind of make a day of it and stuff. It can be fun. (Shannon)

Yeah, usually, um, me and my ex-boyfriend sometimes, you know, we're just sitting around, ok, let's just go to the mall. You know, we don't have anything else to do. Not going to actually buy something. Not going to buy. Not just, you know, just going to the mall. Just to have fun kind of thing. So, we have fun going to the mall. . . . You see a lot of people that you know at the mall. So, like, hey look stuff, hey you doing? You know, how's your life. (Cametra)

If I'm just leisurely shopping, I don't mind being with another person. . . . Because now that I say that I can think of times that it's, it's really fun to be out with her (Nancy, her favorite shopping partner). Um, and that, but then again that's usually a time where I'm not buying anything. It's where I'm just walking, I'm tagging along with her. And actually, you know, I'm just saying to myself, I'd probably ought to call her and say, let's just go shopping one day. Let's not buy anything. Let's just, as my Mom would say, window shopping. (Jean)

Um, but, you know, like, on weekends and stuff, you know, and maybe one of my friends will call me up and say, well, let's go to the movies. And we'll go to the mall for awhile and see what we can find, you know. A lot of times I run into really good stuff when I just pick up and go. . . . Well, she (her friend Amy) loves to shop. . . . Um, but I enjoy her company. So, you know, if, she's my best friend. So, you know, if she wants to go I'll go with her. . . . Like, lately, you know, it's, it's been real fun because we've been picking stuff out for the wedding, you know. I went with her to buy her wedding dress. And that was fun because, you know, you pick out maybe ten different dresses of every different style, you know, from every different place. And you just, she just tried them all on. (Ian)

Window shopping was used to check sales, scout a store's clothing, learn about new trends and clothing styles, and plan for future purchases.

Unless, I see, like with Dillard's, I caught a sale in the paper. And I knew that, ok, I'll probably go and, you know, catch up on these bargains. (Cametra)

And like, Gayfers, they send out (flyers) you know, little ones for what their sales are. And that attracts me to go shopping too. When Gayfers and Burdines send

you their, their sale week. That's when I'm like, mmmm, you got to go shopping. There's a sale. (Mary)

Last week, I went to Ross. And it was just again going through looking. They had a clearance going on. Just, it was really just looking to see what they have. Is there something in here on clearance that's a good price? That's a good buy? (Jean)

Yeah. Yeah, I do (like looking). Even when I'm not planning on buying anything, you know. And I don't have, I might not have a dime in my purse. I like, I just don't mind going to the mall. I just look around. And just get ideas for different things. Because some of the stuff, I may have something like it in my wardrobe and I can learn how to coordinate it, you know. Just see different things that they have. . . . Um, and I'll go, not only getting ideas, but then I may see something that, um, ok, it may have just came in. So, it's not on sale yet. But then I can keep my eye on it. And then maybe later on it will be on sale. If it's something that I really like. And then maybe later I can get it on sale. Something like that. (Lecresia)

Because a lot of times, you know, maybe I'll find something and I'll say, well, I want to get something similar to that. You know, I'll get ideas of what I want to get. Or, um, you know, I'll get to see maybe some new styles that have come out. Um, you know, just stuff like, that's where I get ideas of maybe what I want to get. Or some ideas of maybe a new style that I want to try. Something different from, you know, the style that I usually use. (Ian)

Informants who shopped at off price retailers, thrift stores, consignment shops, and flea markets viewed window shopping in these locales as an adventure since they never knew what they would find. These retail outlets, filled with novelty and singularity, led informants on a hunt that was tantamount and at times even paramount to anything that was found.

Ah, sometimes it's kind of an adventure (shopping at thrift stores). You find, you find, like sometimes department stores bother me because you'll see three or four people with the same outfit. And ah, so you go to a thrift store, you know. I have this little jacket from Paris. And that other jacket from Canada. You know, you get different things that nobody will have because it's an old item. And, you know, it could be from some, somewhere totally different. And sometimes you find, I found a, I have a leather suede jacket and it comes down to here. Very comfortable. I got it for 7 bucks. Yeah, it was hidden. And, and ah, I'm very happy with it. And so, just once in awhile you find those. . . . Yeah, because you

find the, usually there's all these weird people shopping there. And you can find, you know, even furniture there. I got this trunk there. It's really neat. It used to, to be used by this Southern Belle or whatever. And ah, I don't know. I guess it is kind of an adventure. Because it's just different. And I got a, this flight jacket for my best friend who, she wears those, for a couple of bucks. . . . But, you know, it's, it's just different to see, oh, oh, this is a Calvin Klein and they've, they're, you know, not wearing that anymore or whatever. It's just interesting. (Michelle)

And another place that I go for shopping, and I really just started getting into this was consignment shops. And my girlfriend, Nancy, goes all the time. And she can always find stuff at consignment stores. I don't always find anything. And usually it's because I don't need, I just, I'm going with her. And I'm, and it's just to keep her company. It's not, or to give her an opinion on how something looks. Not because I need to buy something. But, and yep, you can get some good buys there. It's fun to look around, just go through the stuff because you never know what you'll find. (Jean)

Especially at discount stores, there's always like, you know, this is going to sound so stupid, like a little treasure that, you know, will mean so much to you and somebody else might find it. Like that rugby was, I keep on going back to the rugby. That was like the only rugby on the rack and it was just like the best thing in there. And I felt so good because I got the last one or the only one, or whatever. . . . But um, see even in consignment stores I like, love going through the clothes. Even though they've been worn already. But um, you can get like good Polos for like 5 bucks. I don't know. I just love shopping. (Jennifer)

Window shopping also occurred in nonclothing venues. Similar to their experiences in discount and nontraditional retail outlets, informants were attracted to the novelty of the retail setting and found looking through merchandise to be stimulating and exciting.

Ah, you know, food shopping. Sometimes that's an adventure too. Because you find new things. Oh, yeah. Sometimes, I, but then it takes like two hours if I really get into it. Like I found rain forest cookies at Publix that I've never found before. They're made with Brazil nuts and cashew nuts and they benefit the rain forest through ah, Harvard University. They sponsor this thing. And they buy the nuts, the company buys the nuts and that way it gives the, the rainforest people money for harvesting rainforest crops. And I found them up at the top of the shelf near the end by all the fat free cookies and stuff. And I get fat free granola bars and I just happened to notice them. But you find all kind of different items that are all dusty and nobody ever buys. And, I don't know. I consider that a place to discover. You find all kinds of different things there that, you know, from other

cultures and you're like, wow, what's that. You can read the label or, you know, it's just interesting. (Michelle)

But um, we spend a lot of time in record stores. Don't, never get anything. Just flip through every group, every. . . . Probably just seeing a, what's on the top of the chart. What CDs are on sale. Or if the CD that you really really like is less than 17.99. Which the three that I've been dying to get forever, haven't gone below 15. And I know they're going to go to like 10.99 by the end of the summer. So, I'm just going to wait. I always just check. . . . When I started reading a couple of, um, history books for just my own self. And I got really into a couple of books that now I love going to bookstores. But I want so many books. I know I'm not going to sit down and read all these books, but I love looking. I guess you could say I really really enjoy picking through things and just looking at things. Like clothing, going through every rack and every item. Record stores, going through everything. And books, I can spend, well everybody could, but like hours in a bookstore just looking at every book and figuring out, you know, where have I heard that? Where have I seen that? . . . I like looking at things. (Jennifer)

I like to go in, in Lechters. . . . I like to go in there because they have a lot of neat stuff. They have everything. . . . They have, you know, just a lot of stuff for the kitchen. Or stuff to decorate. Or, you know, the picture frames. Or, you know, like they'll, other, they have little coffee mugs that, you know, I use them to drink coffee. And they always have different, like, those little joke things on the side, I guess, you know. Um, cute stuff to put around the apartment. Stuff like that. I usually, I don't, I can't think of the last thing I bought something. But I like to go in there. (Mary)

Some informants preferred to go mission shopping instead of window shopping because of the purposeful and planned nature of a mission driven shopping trip. They found the open-ended, carefree nature of window shopping difficult to cope with. Furthermore, they had a strong desire to come home with an acquisition in hand.

I think I like going when I need to shop because I know I'll leave with something. If I don't need to shop, I'm usually, then I'm frustrated because I didn't buy anything. . . . And it was an awful shopping trip. If I needed to shop, then usually, because if I don't need to shop then I don't know what I'm looking for. I don't have a, you know, a plan. I don't have a mission like that dress for Memorial Day. I knew what I was going, I knew what I wanted. (LeTonya)

Um, very rarely do I just shop just to shop, you know. . . . Um, you know, I, I usually, yeah, just shopping for need basically. Um, very, very rarely though for,

you know, I'll shop for something that I want. You know, something that maybe I didn't plan on getting. . . . I mean, if I'm going to go shopping I know that I might walk out of the mall with something. So, my goal is, if I'm going to walk out with something make it something that I really like, you know. (Ian)

I try not to, you know, since I've gotten a little older. I've tried not to go to the store just shopping, just looking, just, you know, for no reason. Usually, there's been an occasion coming up. You know, something special that I have to do or a place that I have to go that I'm going to need something nice to wear. And that's why I'll go shopping. (Cametra)

The prevalence of window shopping among informants in this research was not surprising given the previously discussed research on shopping motives (e.g., Tauber 1972) and recreational shoppers (Bellenger and Korgoankar 1980). The present research, however, offers a more in-depth, first-person view of the window shopping experience, while contrasting it to the more focused, planful activity of mission shopping.

Mood Shopping

The third type of recreational shopping that emerged from the interview data was mood shopping, i.e., ventures into the marketplace inspired by sadness, depression, or stress. Although it is generally accepted in popular culture (e.g., Cathy comic strip) and the press that consumers, especially females, shop when they are feeling down or under stress, this aspect of the recreational shoppers' experience has not been plumbed in previous research on recreational shoppers. When mood shopping, recreational shoppers were looking for relief from their melancholy or anxiety and hoping that they would find emotional or psychological uplift in the retail setting of their choice.

Except, sometimes (goes shopping) if I'm just in a bad mood. Because, I mean, you mood shop too. Like, if you're in a really bad mood, you have to buy something to make yourself feel better. And sometimes you don't have any idea what you're going to buy. You just want to buy something that makes you look great. Because, you're in a bad mood. And you're just, I'm going to the mall. . . . I remember one time I was in a really really bad mood. I, I had like \$50 in my

bank account. I was like, well I'm going to spend it. . . . So I'm like, I'm just going to spend it. Because it will make me feel better. I knew I could have spent it on something better. But I felt bad and I was sad. I must have gotten a bad grade on a test or something. You know, and I was like I'm just going to do this for myself. So I usually, sometimes I'll make a day of it. Like, I'll go and have lunch there and look at all the people. I like to do it by myself. Some people don't. I mean, I have fun just sitting there by myself. And, you know, have lunch. Pig out, even if you're on a diet. And then go and walk around, look at everything, try everything on. . . . Try on all different things. And then, go back to the one that I like the best and get it. And I make myself feel better, but not for usually for very long. . . . Yeah, you wear it a couple of times. It makes, I mean, it's good. It makes you feel better. It does what, the purpose, you know, that you were trying to do. But then, you know, whatever your problem is it's going to come back. It can't make it go away. (Shannon)

And then there's another experience when I'm upset. Or after an exam when I'm under stress, I go to the mall. Because that's the best reliever for me because, um, you know, I'm doing the thing that I love to do most. So, I always go on my own when I have, when I have, after an exam or after some stressful situation. I go to the mall. I always get coffee every time I go to the mall too. I go to Barney's and get a cup of coffee. The flavor of the day. And then my heart is content. I don't have, if I, if it's a stressful day like that I don't have to worry about if it's on sale or not. I'll just buy things that I like. . . . It's like a, it's just a reliever that. It just, you now, it's really great. . . . And I like to try on a lot of clothes too. So, to see how things look on me. You know, that makes me feel good too. When I go to the mall (when upset or under stress) I usually have to buy something. And because there's so much there, you know. And I can't, I can, I can put my limit down and say, I'm not going to buy anything. But if I don't buy anything, I buy a cup of coffee. So I do buy something. . . . And when I'm going because of stress I'm going for myself. Because it makes me feel better because I know I'm going to look better when I buy new clothes. I guess that's, you know, why I like to go alone because it's at my own pace and I'm looking at things I want to look at. And if someone wants to go somewhere I don't want to go there. Because I'm here for myself. (Mary)

Yeah, like if I'm in a bad mood or if I'm depressed. Like if I've had a horrible day at work. You know, oh, look, ugh, I've been around people all day. You know, they've just really gotten on my nerves. I need to just get away and relax. You know, and just to spend the time just away from, you know, my house. Like, a lot of times going through college, you know, everything kind of falls around the same time. You know, you have exams. You know, you have a lot of work to do because I'm working at Financial Aid. So, you know, people want their loans now. And just everything falls around the same time. It's like, I need a break, you know. So, to take a break I'll just go shopping. That way I'm not at home. So, the homework's not looking at me in the face, you know. I'm not a work.

I'm not dealing with those people. I'm not around my friends because they're demanding too. So, I'm just away, you know. (Cametra)

Last semester, I used to sometimes when I get done with like a long day at school or something or a big test. I would and if there's like nothing to do, I would just go hop in the car and go like look around the stores or something. It still kind of like relieves some stress or something or just. . . . You want to find something and it kind of like lifts you up and feel, makes you feel good. . . . It kind of like gives you self-esteem. It makes you feel good inside when you find something you feel very comfortable in, you think looks good on you. That's what it does. (Christine)

While Shannon, Mary, Cametra, and Christine preferred to mood shop on their own, other informants liked to have company when they were mood shopping.

I mean, when there's, when you're so, you know, are so, had too much of school and just want to relax kind of thing. . . . And if it's like a bad grade on a test or something like that, I mean, it, it'll get my mind off of it. But then I'll come back and think about, you know, think about it. But it's a temporary, minor release. That kind of thing. . . . It's just, it's just somewhere to go and, you know, and just to keep my mind off of things. Or just something to do. . . . I like having someone else with me, you know, someone to talk to. . . . Here (at school) my, my roommate, Stacey. Yeah, I like to, to go with her. (Jen)

Um, I was on a date function for a fraternity and sorority in Jacksonville. I was with this guy that I used to date and we were having a really bad time. So I grabbed one of my friends and I left him at Hooters with his entire fraternity. And I went shopping at the Landing because I was in the worse mood. And that made me feel so much better. I knew if I could just get out and shop and, you know, get something that I'd be like satisfied with, something good came out of it. You know, I got something. So I went to Jacksonville Landing and spent \$65 on that. Those shorts, that shirt, and a bodysuit, just because I was having the worst day. And that made me feel so much better. (Jennifer)

For Jennifer, mood shopping seemed to be an ongoing activity, perhaps symptomatic of having a compulsive buying tendency.

About once a month up at school I feel like I just have to get out and go get something. Um, clothes or shoes, it just makes me feel better. I like to come home and I feel better because I can go out feeling new and in something new. And ah, it gets my spirits up. . . . Usually, it's after a big test or exam and I'm a little stressed. Or I've been like concentrating on something for a couple of days and I just need to go out. It's a big stress reliever. Just to buy something and

accomplish, you know, getting something and taking it home with you. . . . So I always had to go out. Whenever I bought something, I felt like, well, this is something that I did and it's mine. And I don't know if you can analyze that in any way, but a, I felt like it was something I, that I got all by myself. This is mine, other people can look at it. I don't, it just mad me feel, it filled in the space, you know. I was doing bad in school and it socially brought me up, I guess. . . . Because I know it makes me feel better for the moment when I buy something. Um, it just makes me feel better. It comforts me. It really does. I sit at home. Look at it for a couple of minutes. Put together different outfits with it. Feel satisfied that I got something I can work with. Then I'll think about the test later. (Jennifer)

As seen in the previous interview excerpts, whether informants were mood shopping alone or with a companion, an essential part of their mood shopping experience was making a product purchase to alleviate, albeit temporarily, their pain. Hence, recreational shoppers appear to engage in self-gift behavior since they seek solace through product acquisition when feeling down or under stress (Mick and DeMoss 1990a). The self-gift provides emotional nutrition by elevating one's self-esteem (Mick and DeMoss 1990b). At the same time, the need to enter the marketplace and purchase a clothing item is similar to the behavior exhibited by compulsive buyers (O'Guinn and Faber 1989). Like compulsive buyers, the majority of informants in the present research, who engaged in mood shopping, seemed to place more emphasis on the emotional and psychological uplift provided by purchasing a product than possessing the product in and of itself. This suggests that for recreational shoppers the shopping trip itself is the self-gift--an experiential gift of being in and interacting with the marketplace rather than giving one's self a material object per se.

While most informants who engaged in mood shopping expressed the need to make a clothing purchase on their shopping trip, some informants did indicate that they could find emotional or psychological relief without making a purchase, reinforcing the

notion that the shopping experience itself can serve as the self-gift. These recreational shoppers sought refuge just by being in the marketplace and eased their suffering by looking at and trying on clothing.

I don't really just go casual shopping, just browsing. Unless, I'm a little depressed or something. If I'm depressed or, you know, I'm having a bad day I'll just go through and casually look through. . . . Yeah, it's a, I didn't have a good day at work or I didn't get a good grade on a test or, you know, something is not so right with my life. I'll just go and casually look. Usually, I try not to buy because I know that I'm depressed and I know that, you know, I'm more likely to spend more money. You know, I would, I would go to The Limited first, you know. Skip all these other stores. I, I don't want to try to find a sale, you know. I go to the most expensive store that I shop at which is The Limited. And, you know, look through their racks. . . . And then I would look through and see the things that I like and know, ok, maybe in a month or two this will be on sale and I'll be able to come get it. Maybe when I'm feeling better. . . . I mean the looking around takes my mind off of whatever it is that's, that's bothering me. So, you know, just the getting out of the house, out of the, the atmosphere that's created whatever that, that mood or depression is. You know, so getting away from that. That's pretty, you know, it just relieves me. (Cametra)

Most of the times, if I'm just going just to look, I'm just trying to relax. Or, you know, maybe I'm trying, I'm stressed out. Or just to calm my nerves or so. . . . Maybe different things that happen at school. So far as my classes, you know, maybe if I have like a major test coming up. And I need to try to relax, you know. Um. . . . After the test is over it helps me, like to cool, you know, to cool down. And what also, like if I, um, you know, my Mom and I get into an argument or something, you know. I just leave and just go walk around the mall. . . . Nnn, nnn (does not have to buy something). Just to go look around. It helps me. . . . For me, it does (makes her feel better) because it kind of like get my mind, it gets my mind off the subject, you know. Or off whatever has just happened or whatever. And I start thinking about other things, you know. Thinking about outfits and, well, I mean, I may not even be really thinking about the clothing. Just it'll get my mind off it. It's something more pleasant. And something pleasant for me, you know. Looking at nice clothing and things like that. . . . It makes me feel better in that I can look at, you know, myself in the mirror and I can get an image of, ooh, how I would look in it, you know. And think about different settings and stuff. Um, how I would look in this, like a pair of Guess jeans or something like that. You know, a \$90 pair of Guess jeans or whatever. It makes me feel good. (Lecresia)

And then sometimes I'll get in a mood and I want to dress really nice especially when I'm depressed and I want to wear something nice. Just to make, and I do make myself feel better. And I'll go in a store and, and shopping does make me

feel better. Even if I don't buy anything. My boyfriend's figured this out too. I get depressed. I don't have any money. Something's gone wrong. Maybe some, somebody's driving me nuts. Or I didn't do what I wanted to do on a test. And I get depressed. And he'll take me to the mall and I'll just window shop. And I am fine. I mean I don't window shop. I shouldn't say that. I'll go in and I'll try something on that I know I can't afford. I try on this really elaborate thing with all these sequins hanging off of it and know I don't have anywhere to wear the thing. Can't even afford it. And I'll try it on and it looks nice on me. And I come out and he's, oh, that really looks nice on you. And I'm fine, you know. He knows take her to the mall. I don't have to spend any money on her. . . . I don't, it (trying on clothes) gives me an idea of how I'll, well, I have to be honest. It's a vanity thing sometimes too. Because I try something and I think, oh, I look nice in it. It looks good on me. You know, I have a pretty decent body, you know. I don't have anything to be depressed about. I could be fat. You know, that kind of thing. Um, and also, just because the psychological thing probably more than anything I think. It just makes me feel better. I don't know how to explain it. It just makes me feel better. Makes me, uh, feel better. I, I don't know how to put that into words. I mean not for a long time. But usually it's, it's, it's, it's a high. You know, I think mmmm. And then you go in the store and the music's playing and I'll try the thing on. I'm kind of like bopping around thinking, mmmm, I look ok. And I come out and, you know, usually, you know what it is too. Usually the salesgirls will come out and say, oh my God, you, you're so thin. Or, I think I like to hear that. It's like, you know, they're feeding my ego. I come out. Whoever is like, oh, you look so nice. And the girl's like, oh, my God look. And there's other people in the store and they go, you look so cute. . . . That makes me feel good. (LeTonya)

The ability to garner emotional and psychological nutrition without product acquisition seems to distinguish some recreational shoppers from compulsive buyers who feel compelled to make a purchase when searching for emotional/psychological uplift (O'Guinn and Faber 1989).

In the next section of Chapter 6, the *a priori* themes and research questions identified in Table 28 will be examined.

A Priori Themes and Research Questions

Shopping as Leisure

Before examining A Priori Theme 1, to see if the leisure dimensions are present in recreational shoppers' clothes shopping experiences, it is necessary to consider whether or not informants regarded shopping for clothing to be a leisure activity. Some informants touched on this issue on their own accord as they described their shopping experiences, while the rest were asked by the researcher if shopping for clothing was a leisure activity. While informants did agree that shopping for clothing could be a leisure experience, their perspectives about the makeup of a leisure shopping experience varied. When shopping was leisure it was associated with window shopping, filling free time, socializing, simply having fun, relaxation, emotional nourishment, or being a hobby.

For some informants, shopping for clothing was considered leisure when they were window shopping or shopping was filling free time and providing enjoyment for participants.

And when there's an afternoon that's kind of rainy out and you just want to do something. Get out of the house. . . . When there's, there's no other, I mean, when you've seen all the movies and you've been to the beach too many times. You know, that kind of thing. Yeah. I go, I go to the mall. (Jen)

When I'm just leisurely shopping or just wasting time in a mall, I'll go in and out of almost every store and I look around. . . . An example, sometimes when I'm just wasting time before I have to go somewhere, um, and there might be a mall nearby. I'll go in and you don't need anything, . . . And it's just walking and you don't need anything. And you're just kind of walking around just looking, but you're not really looking. You're just kind of there. . . . I, I think for me now it would be more recreation if I went by myself because then I, um, I can take as much time in a store as I want. When I'm ready to eat I can eat. Um, if I want to go into a store and that maybe Nancy's (shopping partner) not interested in, in going into, I can do that. And we don't, we're not the type of shoppers that ok, we're going to meet back here at 2:00. We don't do that. We stay together. We shop. Um, but, I don't know. Because now that I say that I can think of times

that it's, it's really fun to be out with her. Um, and that, but then again that's usually a time where I'm not buying anything. It's where I'm just walking, I'm tagging along with her. And actually, you know, I'm just saying to myself, I'd probably ought to call her and say, let's just go shopping one day. Let's not buy anything. Let's just, as my Mom would say, window shopping. (Jean).

Yeah, usually, um, me and my ex-boyfriend sometimes, you know, we're just sitting around, ok, let's just go to the mall. You know, we don't have anything else to do. Not going to actually buy something. Not going to buy. Not just, you know, just going to the mall. Just to have fun kind of thing. (Cametra)

But a lot of times it's just, because so many times if you're sitting around with nothing to do a friend will call, hey let's go the mall. Especially friends, I do a lot of shopping with friends that do have money. Like my friends they'll want to go buy something. And I'll just kind of follow them around and talk to them and stuff, you know. And I won't buy anything, but they will. . . . But if I'm going shopping with a bunch of friends it's more of a social, fun type thing. We have a good time. (Shannon)

Jean, Cametra and Shannon referred to shopping companions being a part of and enhancing their shopping experiences when they were window shopping. Pat reinforced their views in her comments about shopping for clothing being a leisure experience. For her, socializing with friends during and after a shopping trip made shopping a leisure experience.

Mmm, I would say it is (shopping for clothing with friends is a leisure activity). Kind of leisure, social. We'll go out to eat after sometimes. . . . Any kind of shopping you could do as a leisure thing. . . . Because we'll end up if, after you've gone (clothes) shopping, maybe you go for a bite to eat. You don't realize what time it is and you're hungry. You'll go get something to eat. Yeah. Probably more enjoyable (socializing) than the actual purchases. (Pat)

Pat's comments, together with the remarks of Cametra and Shannon, show how companionship influences participants' perceptions of leisure (Unger 1984; Unger and Kernan 1983). The social dimension of shopping will be discussed in more detail later in this chapter.

Mary felt shopping for clothing was leisure simply because it was fun to do and was intertwined with other events in her life.

I think it is (shopping is her favorite activity). I can't think of anything that's, other than going out and partying, you know. Different type of fun, you know. But I would say, yeah. Different day things. The funnest day thing I like to do. Because at night I really like to go out with friends and, you know, drink. I like to drink beer, you know. So, that's, that's one of my other favorite things. Go out and dance. And when you're shopping you have all these things to think about. Because it ties into everything, you know. You have to buy a certain outfit for when you go out, you know. And when you're in school. For work. And that's. I think shopping is just fun because it ties into everything. You know, if you're going to be home, you know, all day long and you just want something real real casual to wear then, you know, you have to, even buy stuff for that. Or, you know, swimsuit season, you know. There's, it ties into everything. That's why I like it. (Mary)

Some informants considered shopping for clothing to be a leisure activity if they felt relaxed while shopping.

Leisure. Mmm, mmm. . . . Because it should be something that you enjoy doing. That's what I consider leisure. You're, you're not stressed to do it. It's something that you enjoy. You're just going to take your time. . . . After you go shopping you want to relax and kind of savor the moment. (Sabrina)

In Ian's case, her shopping companion helped create a relaxed feeling.

Oh, yeah (shopping is leisure). Yeah, I mean, it can be relaxing. . . . It's, you know, yeah, I, I do find it relaxing, depending on the surroundings around me, you know. . . . Um, yeah, I, I did find it relaxing. You know, it was, I hadn't spent time with her (girlfriend) in a long time. So, it was nice to spend some time with her and, you know, talk about, you know, her and her boyfriend are planning on getting married within the next year. So, it was nice, you know, for her to tell me that. You know, nobody knows it yet. And stuff like that. So, it was nice, you know, to talk to her and, and talk about other stuff besides surface subjects. You know, like, how is, how's work? And stuff like that. . . . So, it was nice to spend some time with her. (Ian)

For other informants, shopping was leisure when they were mood shopping and the activity had a calming or soothing effect on them.

Yeah. When I mood shop because I'm kind of depressed and I want to do it myself. And I kind of want to walk around and, you know, get something to drink and just kind of look at some different outfits. . . . I want to just make myself feel better. (Shannon)

Well, because, um, well, like for me, you know, it brings me pleasure. It, it is, um, eases my mind, you know. It eases my, um, thought processes and it just helps me calm down, I guess. I don't know. Not that I'm just, you know, totally hyper all the time. But it, it, um, it's, it's pleasant for me, you know, to go shopping. Especially, if I'm going through a period where I, um, you know, I'm just really shop oriented, you know, clothes oriented during a splurge period. (Lecresia)

Related to its therapeutic benefit, shopping was leisure for Michelle when it enabled her to temporarily escape from her troubles.

I think of it sort of as an outlet at times. Yeah, yeah. Something that can get your mind off whatever is, is going on in your life. Spend the day at the mall and you, and you come home, everything's still there. But, you know, you had some time away from it. It's nice. It's, it's fun. . . . But if I'm going out at night to get a plant or something, ah yeah, I'm just going to go plant shopping. You know, I may not buy plants. I'm just going to wander around somewhere just to get out of the house. Wander around somewhere. (Michelle)

Three informants (LeTonya, Jennifer, and Christine) considered shopping for clothing to be a hobby. LeTonya's view was based on her belief that shopping was an activity that women just naturally do.

Yeah, some people, yeah, I guess some people golf, other people shop. I don't know if I'd call it like recreation. I think I would call it a hobby. Something people do. . . . I mean, I don't know, maybe it's a sexist thing to say. It's just a feminine activity. . . . And it's funny, I know some girls who just dread it. Just dread this store. I thought that was just a natural thing for us. . . . For women. Yeah. Yeah. I just thought all women shopped. (LeTonya)

Jennifer and Christine were highly involved in shopping as a recreational pursuit and enjoyed looking at clothing as well as searching for the best bargains.

Because, um, compared to my other friends I'm definitely shopping three times more than they are. I don't know if it's because they spend more time on campus because they're closer to campus and I'm right by the mall or just because I enjoy

shopping a lot more than they do. Because that's like one of my hobbies and they're interested in whatever else they are. . . . I love it. (Jennifer)

Jennifer's high participation as a shopper was also tied into shopping's therapeutic benefits.

About once a month up at school I feel like I just have to get out and go get something. Um, clothes or shoes, it just makes me feel better. I like to come home and I feel better because I can go out feeling new and in something new. And ah, it gets my spirits up. . . . Usually, it's after a big test or exam and I'm a little stressed. Or I've been like concentrating on something for a couple of days and I just need to go out. It's a big stress reliever. Just to buy something and accomplish, you know, getting something and taking it home with you. (Jennifer)

Whereas she was acquisition oriented, Christine did not always have to buy a new garment. At times, she was content to just go to clothing stores and look at the merchandise.

I consider that a hobby almost (shopping for clothing). Um, when I, when I go out shopping, I do it for recreation. Um, I like to go to all different shops. It's not just like if I, if I need to buy something. I just like to go and look at the different clothes. And I like to find something different and not just like what everybody's wearing at the same time and it's uniform. . . . Um, I guess, because I'm, for some reason I'm fascinated with shops and stuff. I like little gadget gadgets and, and little small odd items. So, like, I'm always eager to look at different things. I like knick knacks. And I'm basically a pack rat. . . . Um, I can never throw anything anyway. And I like to accumulate, accumulate a lot of junk. And a, you know, something new. Like it's a little kind of collection. Sort of like a stamp collection or something. . . . And I like to hold onto my clothing. I save my old clothing. So, I mean, I have like a clothing collection too. (Christine)

The fact that Christine referred to her possessions, including clothing, as being a collection was not idiosyncratic among informants. This topic will be expanded upon later in this chapter when the emergent themes are discussed.

Dimensions of Leisure

A priori theme 1

The analysis of the survey data showed that recreational shoppers' clothes shopping experiences were comprised of four leisure dimensions: intrinsic satisfaction, spontaneity, mastery, and fantasy. Supporting the survey results, these dimensions were also apparent in informants' discussions of their clothes shopping experiences. In this section of Chapter 6, the four dimensions will be illuminated from a first-person perspective.

Intrinsic satisfaction

Intrinsic satisfaction has been called the "essence of leisure" as most definitions of leisure suggest that the leisure experience provides pleasure or gratification (Unger and Kernan 1983). The survey data revealed that recreational shoppers found shopping for clothing to be more intrinsically satisfying than nonrecreational shoppers did. In the qualitative data, there were many examples of shopping for clothing being intrinsically satisfying to informants.

Given that the informants in this research had indicated that they enjoyed shopping for clothing when they responded to the advertisement used to recruit interviewees, it was not surprising that their enjoyment for clothes shopping was evident in the interviews. Referring back to informants' comments about shopping for clothing being a leisure activity, a common thread tying their perspectives together, whether they associated shopping as leisure with fun, relaxation, emotional nourishment, filling free time, looking at clothing, finding a bargain, or being sociable, was shopping was intrinsically satisfying to them. There were three major reasons why shopping for

clothing was intrinsically satisfying to recreational shoppers: purchasing and wearing new clothing, window shopping, and finding bargains.

Purchasing and wearing new clothing. Most informants found shopping for clothing to be inherently gratifying since they liked to purchase new clothing and enjoyed the emotional uplift and feeling of satisfaction they received from wearing a new garment. Wearing new clothing made informants look and feel attractive not only in their own eyes, but in the eyes of others. Hence, enjoyment from shopping was derived from both product acquisition and consumption.

Oh, yeah. Oh, yeah. I like to shop. . . . The idea of having something on you makes you feel good. Especially, if you go get your hair done too. And everything is new from head to toe, including your purse, pantyhose, shoes. Everything. Even earrings. When I shop I like to go all the way. So then someone says, oh, Sabrina, that looks really sharp. And you look in the mirror and you feel like you look sharp too. . . . And it makes you feel good. . . . Elated. I feel good inside and out. It's, it's a hard, it's hard to describe the feeling. You feel that when you walk down the street, yes, I know they're looking at me because I look sharp. That's the way you feel. (Sabrina)

I've always loved shopping for clothes. . . . Yeah. I don't know anyone who doesn't like shopping for clothes. Yeah, I love shopping for clothes. . . . Um, I don't, the feeling, I, I just get a lot of energy and a lot of excitement from finding something that I like and that I think looks nice on me. And I like just looking nice. So, you know, if I can find clothes, an outfit that accents maybe my figure here or, you know, depreciates on this thing that I don't like right here about my body or something. If I can find something that makes me look well than I feel better. So, if I think that I'm looking good today than I'm going automatically have a wonderful attitude when I walk out the door. So, it just makes my day a little brighter to feel like I look nice. (Cametra)

I love shopping. . . . Basically just, I like getting something new. You know, I like, I like wearing something new. I like, I like maybe my sister or my brother saying, you know, that's really nice. I like that. I'm, you know, it's like they're glad I bought it. You know, because, you know, that's it. I like knowing that what I'm wearing I feel good in. Because I always walk a little higher when I, when I know I feel, I feel good in something. Um, that's, that's really it. . . . It's just, I like getting new stuff. (Ian)

I think anybody that like finds a piece of clothes and they feel really good in it. It kind of like gives you self-esteem. It makes you feel good inside when you find something you feel very comfortable in, you think looks good on you. That's what it does. . . . You want to find something and it kind of like lifts you up and feel, makes you feel good. Or, you know, makes you feel special like if you buy something for a special occasion. . . . For example, when I graduated I got a really nice, um, dress. It had, um, it was like a, it had the big Peter Pan collar in the front and it was navy. Sort of like a, a sailor or something dress. With buttons down the middle. And it was very, um, how do you say? It was very conservative, but I guess the way it fits on, it fitted on me. I felt very, um, for some reason I felt taller or something. Maybe with the high heels. And I felt very important in it. I guess because I knew it was for my graduation. . . . I guess it's like a power thing. (Christine)

And ah, it gets my spirits up. . . . I love it. Shopping for anything, but clothing is basically. . . . I just like always wearing something different out and being in style and having somebody say, oh, my gosh, where did you get that. That's so nice. Oh, I just got it the other day. It's like, it makes you feel good when people notice new things about you. And I guess you could say, it's an ego boost for me. . . . It's building up my self-esteem. It really does. (Jennifer)

But, if I got a really good deal and I had the money to spend. And it looks good and I'm happy. You know, then I feel great. Because then, you know, you get to wear it the next day or something. I think everybody wears it, everything they buy they'll wear like, it immediately. . . . Just because you are so excited and you're happy. I mean, I don't see how you can buy something and just sit it in the closet. That was that point that you bought it. You want to wear it. You want to show it off. . . . I like shopping. It's fun. . . . Just because it does make you feel good, to look good. It makes your image. You know, you feel happy. If you walk out of the house wearing something new that you like you're going to be in a good mood. I think it's good for you. (Shannon)

For most recreational shoppers, shopping was much more than an act to make a clothing purchase; it was a pathway to self-construction, self-preservation, self-confirmation, and self-affirmation. In essence, shopping is recreational shoppers' yellow brick road since just like Dorothy and her friends, who were searching for happiness and a completed self, in the *The Wizard of Oz*, recreational shoppers are searching for gratification and constructing themselves in the retail marketplace.

Window shopping. A second potential source of enjoyment for recreational shoppers was window shopping. Informants' discussion of their clothes shopping experiences clearly showed that they relished the process of looking at, touching, and digging through clothing even if they did not make a purchase. They actively interacted with the merchandise while window shopping. They enjoyed trying clothing on, learning about new styles, and discovering or running into unexpected finds while in retail stores. Looking at clothing also enhanced their ability to put outfits together and boosted their emotions if they were feeling down. A number of these sources of enjoyment have been identified as shopping motives in previous research (e.g., Tauber 1972; Westbrook and Black 1985).

Because I really enjoy just looking around, pick up maybe about 15 items and wind up getting two. That's just the um the fun of matching things and picking things out and putting together outfits. . . . But um, see even in consignment stores I like, love going through the clothes. Even though they've been worn already. But um, you can get like good Polos for like 5 bucks. I don't know. I just love shopping. . . . I guess you could say I really really enjoy picking through things and just looking at things. Like clothing, going through every rack and every item. Record stores, going through everything. And books, I can spend, well everybody could, but like hours in a bookstore just looking at every book and figuring out, you know, where have I heard that? Where have I seen that? (Jennifer)

I, you know, I, when I go by myself I hit all the stores. When I walk in the mall I come in and I don't walk from one store and go to the other side of the mall. You know, I walk along the mall and look at all the shops. When I see something I like I walk in there. And I don't think, ok, I'm only going to look here here here here. I look everywhere. . . . And I always take my time. And I really like to look, you know. It's fun to look. . . . I like to try on a lot of clothes too. So, to see how things look on me. That's fun too. (Mary)

I like looking for stuff. And I'd like picking it out and, you know, imagining how it's going to look on me. . . . Yeah, yeah, I do (enjoy shopping if does not make a purchase). Because a lot of times, you know, maybe I'll find something and I'll say, well, I want to get something similar to that. You know, I'll get ideas of what I want to get. Or, um, you know, I'll get to see maybe some new styles that

have come out. Um, you know, just stuff like, that's where I get ideas of maybe what I want to get. Or some ideas of maybe a new style that I want to try. Something different from, you know, the style that I usually use. (Ian)

And it's kind of fun to do that (shopping at thrift stores) because, you know, it's not like. A lot of stores when you go in they have the whole outfit set up and you're just, you know, just take it off the rack and buy it. And I like, I think it's, it's a lot funner to go ahead and pick a piece and then try to find something to match with it. . . . Ah, I think it's a lot funner just to go and look around. And like just decide to buy something on a whim if it looks good. . . . Um, for, for some reason, I guess, I'm getting ready to get my own place. So, I love going into like house, house stores. Like, um, like kitchen knick knacks or living room knick knacks. . . . But for some reason, I like shopping a lot. And any, any type of shopping. Um, I like looking at all the neat new products. Like, for example, in the grocery store. . . . Or, you know, just looking anywhere. (Christine)

And then sometimes I'll get in a mood and I want to dress really nice especially when I'm depressed and I want to wear something nice. Just to make, and I do make myself feel better. And I'll go in a store and, and shopping does make me feel better. Even if I don't buy anything. My boyfriend's figured this out too. I get depressed. I don't have any money. Something's gone wrong. Maybe some, somebody's driving me nuts. Or I didn't do what I wanted to do on a test. And I get depressed. And he'll take me to the mall and I'll just window shop. And I am fine. (LeTonya)

Finding bargains. The final source of enjoyment that was evident in informants' descriptions of their clothes shopping experiences was finding a desired or unexpected product on sale, characterized as getting a "great deal." All of the informants in this research were avid bargain shoppers, who when they were shopping for clothing "always hit the sales racks" since they were constantly on the prowl for sales. Bargain hunting required patience and determination, but the payoff was happiness and self-satisfaction. To search for bargains, informants enjoyed going to discount stores, outlet stores, off-price retailers, thrift stores, consignment stores, and flea markets. Bargaining shopping which has been identified as a shopping motive (Tauber 1972) occurred in the context of mission shopping, window shopping, and mood shopping. This topic will also be

discussed when the mastery dimension of recreational shopping is elaborated on later in this section.

And I happened to be looking on the, um, on the clearance racks. And I saw this dress. It was really pretty. And it was like the style that I had in mind that I wanted to wear. And it had been marked down from like \$60 to \$30. So, I was like, it was the only one left. It was the only one in my size. And everything, so, I got really excited about that. And, um, let's see. Then I tried the dress on and then I bought it that same day. And so, I love that dress now. (Lecresia)

I always, always look for sales though. . . . I love it (buying clothing on sale). It is the best thing. I'm like, oh, gosh I got a deal. I got this this this, you know. And I only paid this much. And it, it sounds like a great deal to me, you know. (Mary)

I mean I'm a bargain shopper. I bargain shop. I'm really into that. . . . Oh yeah. When I first walk in a store I usually don't even look at the front stuff. Because, I mean you can get an idea of what the things are, but all the stuff in the front eventually goes to the back where it's on sale. So, I usually wait for it to jump to the back. And get it for half off. . . . So I always look in the back there (The Gap). Most everywhere I look, I try to get a sale. I don't think I hardly ever buy anything full price. Just because, it's going to go on sale. . . . I'll go to the little bargain places. . . . Like Ross and Macy's Outlet and stuff like that. Because they have, I mean, you know, nice stuff. It's really good quality. It's just lower prices. You have to look harder. It not like displayed all nice in the nice little store and everything. And there's no little ladies out there helping you and that kind of stuff. But, it's worth it. It's a lot cheaper. It's like half as much. (Shannon)

And um, when I go clothes shopping, I'm a very competitive shopper. I just like looking for the best bargains. . . . I preferably like to go to the sales racks first and see what I can find there. And then make my way back up to the front, where everything's full price. . . . Um, recently though, um, some friends and I, we've gotten together and we kind of like going to thrift stores. And you're able to find, like some barely used clothes really cheap, if you like looking around. . . . Um, for example, I love coupons. Ah, Sunday is my day to cut out coupons and then, you know, I like to use them. (Christine)

I'm like a major bargain hunter. I mean, my Mom yells at me because I cut out coupons still. And a, I roll coins. I mean, I wouldn't say I'm cheap or anything because I like spend money on other people and. But a, I just like to save and get the best deal, the best bargain. But definitely, when I see a sale rack or, um, I don't know I just try to get the best deal on everything. . . . It's like I have to beat everybody to the store so I can get what I want first. Not greedy, but. . . . I

bargain hunt basically for everything. . . . I refuse to spend over like \$3 for a pair (underwear). I usually get them all at Contempo, where they're like 4 for \$10. Or TJ Maxx, where you can pick through the bins. Find your favorite style, you know. The 99 cent pair. You're like, yeah! It's funny. You see everybody doing it too. At um, TJ Maxx, like all the women are in the underwear section going through their sizes. Trying to find the best. The Christian Dior for 2 bucks or whatever. It's hysterical. They're all trying to get the name brand underwear for cheap. (Jennifer)

Oh, yeah. That's fun (bargaining). . . . When it does work it works in boutiques, flea markets. Um, well, let's see, a group in Harlem, you know. They have their little, you know, the people with the, that just have piles of stuff on the street. You could buy a whole outfit just, without even entering a single store. So, I think I, I like to do that. It's more fun. It's challenging. . . . You know, I get to the point where it's like, you know. I want this, but I want it for my price. Sometimes people are just as stubborn as I am and they won't sell it to me for my price. So I just go elsewhere. (LeTonya)

Clothing that is not enjoyable to shop for. During the interviews informants were asked if there were any types of clothing that they did not like to shop for. Six of the informants indicated that they enjoyed shopping for all types of clothing, while the rest had one item at most that they did not like to shop for. Pants or jeans were the most common item that informants did not enjoy shopping for, primarily because of fitting problems.

I don't really like shopping for jeans. I think I'm moving out of the jeans phase of my life. I don't really wear, wear many pairs of jeans anymore. Um, if I do they're like really big and really baggy because it's so hard to find jeans to fit, you know, my, my shape, I guess. So, I mean, it takes a lot of time. A lot of time. So, I really don't like shopping for jeans very often. And if I do buy a pair of jeans, they'll be very baggy. I don't try to get any that, that kind of fit because if I do I'd be there all day. All day long. (Cametra)

Um, yes. I hate shopping for pants. . . . But for some reason, I just don't like shopping for pants because, I guess, I mean, unless I have like my own custom clothes maker you get her to fit perfect. And when like you're in between a size or something, it's kind of hard to find something in a retail store because they only make certain sizes. And some make odd sizes that are a little bit smaller than your normal size if you're an even in them. That's certainly worse. So that, for some reason that drives me nuts because pants, you know, either they fit you

or they don't fit you. So that's, that's why I don't like shopping for pants. It takes me twice as long and I still can't find anything I like. (Christine)

I don't like shopping for pants. As far as, like jeans or slacks. . . . But jeans just come in so many different styles. You know, and so many different shapes. Like, loose fit, comfortable, this and the other thing. And you can never, it's like the one right next to it, even though it's a bigger size, could be a totally different pair of jeans. You know, as far as the, the style goes. . . . But very rarely will I say, I need a pair of jeans. And I'd go out and, to get a pair of jeans because I, it's so annoying to shop for jeans or for slacks. (Ian)

In the next set of excerpts, other informants expressed their dislike for shopping for a particular clothing item. Similar to the case with jeans/pants, fitting problems were the major cause of shopping disenchantment.

Bras. I don't like to shop for bras. I guess because you have to try it on and make sure it fits and everything. They're expensive. So, no, I don't like to shop for bras. (Michelle)

Mmmm, underwear. . . . They never fit right. I can't find them. They're, they're not comfortable for women. At least for me. (Pat)

I don't like to shop for, um, beach attire. Like going to the beach. Something like that. . . . Swimwear. I hate shopping for swimwear because I'm very self conscious of my, of my body. And, and, you know, swimwear you can't find, everything is skimpy nowadays. And, um, so, no. I don't like to shop for swimwear. . . . I'm just so self conscious. So, no. I won't, that would be the main thing that I hate shopping for. (Lecresia)

I don't like to shop for, um, like, summer shorts, you know, because usually, you know in the summer everyone's wearing short shorts right now. And I just hate shopping for that. . . . So, that just annoys me (shopping for shorts). Because it doesn't look perfect anymore. It doesn't look as good as, you know, I don't look as good as I used to. That's probably why, you know. Because I think, I always think that I'm real, like overweight. And I don't know why because, you know, people tell me, you know, you're thin. You know, I'm thinner than some of my friends. But just, you know, I think, you know, that I've gained so much weight. And probably just because I'm not as active anymore and, you know. I don't know. I just, so that's why I hate to get, to look for shorts because, you know, that really shows your figure. (Mary)

Um, actually formals and like when it was homecoming dresses. Or we have, up at school we have formals. I don't like trying to find fancy dresses because, um, I

can never find a fancy dress. For every formal I've been to, I've been to like two a year, I always either borrow somebody's the day, the day of the dance or find something the night before and just be not satisfied with that at all. . . . I just don't like trying on those big dresses and. I mean, I like wearing them. But I can never really find a nice formal that fits or makes me look the way I want to look. Which is a big thing. Because a lot of people wear the slender form fitting rayon, not rayon formals, but like a nice, so it makes you look really skinny. So that when you're a size 10 you can't really wear something like form fitting like that. So you have to wind up looking at other things. Older styles. I don't like that. (Jennifer)

In the last three excerpts, informants expressed their dissatisfaction with their body shape and size that exasperated the frustration they felt when shopping for necessary, but difficult to fit clothing items.

Catalog shopping. Informants were also asked about their catalog shopping behavior. Most informants did not shop for clothing from catalogs. Either they had very limited experience shopping from catalogs or they had never made a catalog purchase. In fact, it was not a form of shopping that informants liked to do. They had negative perceptions about shopping from catalogs. This was true even for those who had never bought clothing from a catalog. Informants were concerned about how an item would fit, how it would look on them, and how the fabric colors and texture would look in person. They preferred to shop in stores since they could try the clothing on, satisfy an immediate need or urge to purchase clothing, and receive immediate purchase gratification. Catalog shopping was also considered to be more expensive than store shopping because of the shipping and handling charges that were tacked on. Overall, informants believed it was easier and more convenient to shop for clothing in a retail store than through catalogs.

Um, very rarely because you can't try the clothes on and know how they look exactly. . . . If you're like ordering something from like, for example, L. L. Bean. I mean, there's no store around here that's L. L. Bean. You have to send it all the way back up to Massachusetts. And, stuff like that it's kind of like a hassle,

unless you know that that size fits you. And even by their charts and stuff it's kind of hard sometimes. (Christine)

I don't think it would be that fun if you just had them like sent to you or anything. That's why I don't like to catalog shop. . . . But for one thing you don't get to try it on. You don't know how it's going to look on you. And you can not tell by looking at something on somebody else. You can get an idea if that's what you're looking for or not. But you can't tell if it's going to look good on you. Because everybody's different. So, I mean, I think it's, I enjoy the process of trying things on. (Shannon)

I find that catalogs are overpriced. And then if, if there's something, you know, if I fit into a size 2 in this one thing and a size 4 in something else, it's, it's just easier to try something on than having to mail it back and forth. Because it's, it's like QVC shopping which I would never do. And their sizes are a size, you never know what you're getting with a size. It's fickle. I, I just don't care for catalog shopping. Things look better on the models than they would on you. That kind of thing. You, you gotta try it on. . . . It's not for me. (Jen)

Oh, no. Nah, nah. No, no, no. I don't shop from catalogs. It's, I just have this fear that it's going to get here, it's going to be the wrong size. It's going to be the wrong color. Or it's not going to be what I ordered. Or, you know, so many things could go wrong. It could get lost in the mail. It's just, oh, no. That's a big fear of mine. So, I don't. . . . I'm like an immediate person. I need an immediate reward. You know, so, I like to go to the mall and come home with something. . . . You know, but when you go through a catalog, you know, it takes you forever to get the, well, to give them the order. Unless, you call it in. And then it takes at least three or four or six weeks or however long for it to get there. And then sometimes you have to pay like, if you get it delivered, you have to pay COD charges. I just like, that's, you know, to me it's more money. It's, it's a lot of time. You know, I'll have forgotten what I ordered by the time it gets here. (Cametra)

Some informants enjoyed looking through catalogs even though they rarely/never bought anything. For these informants, this activity was akin to window shopping in a store and was a testimonial to their high involvement in and love for clothing and fashion. Looking through catalogs furnished information about new clothing styles and fashions, filled free time, provided entertainment, and was simply fun to do.

Yeah. Yeah. I like to look at Spiegel. I like to look at Victoria's Secret. And there's another one I always look at. I get it in the mail. I don't remember what

it's called. So, the ones I get in the mail. . . . I look a lot. I haven't bought (from a catalog). I look and I think, ok, I'm going to buy this this time. But I end up not because, just because you have to go through and, you know, you look through and I think. And then you have to fill out the order form. You have to send it away. You have to pay for the shipping, the handling. And you don't know what it's going to look like on you. Unless, you know for sure. But usually they have something real similar at the mall anyway. So, it's just a lot easier to do it that way. It's right there, you know, at the mall. (Mary)

I just, I just like to flip through catalogs basically. Yes, in home shopping. I don't know. I like to look through catalogs, but I usually don't buy anything. . . . It's just a, something to fill my time with. Something different. To see what styles are in and everything. Ah, that's about it. Yeah. That's weird though, yeah. I really like to, I really like catalogs, but I usually don't buy anything. (Michelle)

And a, I always go through the catalogs and circle things. I love them. I mean I can sit there all day and just look through them and mark things that of course, I think I'm going to get, but never wind up getting. . . . I order like, um, bathing suit catalogs and I got a herb catalog for herbs and vitamins. . . . But um, that was 10 catalogs for \$10. . . . But um, got them all in like Catalogs from Around the World. You've seen the thing? And a, I was so excited. Checked the mail everyday to see if I got my catalogs. (Jennifer)

I like to look at catalogs. I love to look at catalogs. . . . Well, I get Victoria's Secret. And they have clothes because see they don't have clothes in Victoria's Secret. Like, just day wear clothes. And they have them in the catalog. So, it's fun to look through that because you don't see them in the stores. And then, um, anything. I mean, my sister will have a catalog sitting on her counter. Anything, I don't even know any of the names of anything. You just look through it. I mean, not real expensive ones. I mean I would look through those too, but it's just fun to look through them and see if there's a bargain or something. I like, I don't know. I don't know why I like looking through them. I've never ordered. (Shannon)

The last informant, Shannon, compared looking at catalogs to looking at fashion magazines which was another clothing/fashion related activity that she enjoyed doing.

Yeah, it's fun to look through it and think, well hey, maybe I could buy that. But then I never do. It's just, I don't know, I, I enjoy looking through them. I enjoy looking through magazines though. So, it's probably not that big a difference. Because maybe that you see the clothes on people, you, the more you look at stuff the more you get variations of different styles and how they put them together. I think it helps me when I, you know. I don't like to wear the same thing all the

time. You know, I have certain things that I like to wear, but I like to wear something new or put something together in a new way to look different. . . . Yeah, I like, I mean any magazines. Like, I mean, like fashion magazines. Like Seventeen or Elle or YM or any of the, you know, they're targeted for I guess people like me. But it's fun to look through them because a lot of times they have interesting people, like movie stars and stuff. And you can see what they're wearing and, and stories about them and stuff. And they have, you know, all sorts of cool articles and stuff like that. And they're fun to look at. (Shannon)

Although, as previously stated, most informants did not like to shop from catalogs, there were informants who liked to shop for clothing this way. Recently, LeTonya had been experimenting with catalog shopping and planned to do more catalog shopping in the future. Nevertheless, even though LeTonya has been shopping more frequently from catalogs, she still had reservations about this form of shopping. She expressed similar concerns about catalog shopping as the informants who did not like to shop for clothing through catalogs.

Lately, I have been (shopping from catalogs). Before I didn't. My mother is, is really into that. She started getting into that like in the last year. But um, the only reason why I don't like to, I know a lot of people say they can't touch the things. They can't feel the things. The colors not the same. That's not why. I don't like to pay the shipping and handling. Because I think if I order something and it's heavy or like shoes, I might, it might be a good price, but if have to pay \$10 for shipping and handling. I could have gotten that somewhere else and gotten it today. Not two weeks from now. You know, that kind of thing. I, if I order something from a catalog, usually it's not for something. Like, well, not for a day. Because I don't know when I'm going to get it. And I hate to be waiting, like on Memorial Day, waiting for my dress to arrive and it doesn't come. So usually when I order something it's like, oh, like I'll order something now and I'll be thinking. I, you know, I'm graduating in August. I think, oh, that will be good for job hunting. So, if I order it now I don't care when it comes. Because I know I'll definitely get it, you know, by the time August comes. But I like to though. It's a, yeah. I like to now more so than I thought I would ever. But sometimes, yeah, I do. Yeah, I shop in catalogs. (LeTonya)

Pat was the most enthusiastic catalog shopper among informants. In fact, she now preferred to do her clothes shopping from catalogs. As Pat has gotten older, her attitude

toward clothing has changed. In addition, after returning to school, she became more pressed for time.

Yeah. I used to like to go out. But now I like to order through the catalog. . . . Probably when I started back into school to work on my degree and finish up. I just don't have the time I used to have. And I guess my attitude toward clothing has changed a lot. They're not as important. Um, maybe that comes with age too. I don't know that. You know, we're (Pat and her husband) pretty settled, settled in our. My life, I'm pretty settled now. Um, a lot of people dress for their occupation. Um, so what I've done is there's certain things that I always wear to work. So, it's almost like a uniform which I like. Mmm, so, yeah, my attitude's changed a lot toward clothing over the years. (Pat)

Pat was especially fond of L. L. Bean's merchandise and service.

And I prefer the catalog because you can send it back. You don't have to shop out, out. You don't have to physically go out there and. So then, I ended up with L.L. Bean. . . . Yes. I like their, their product. . . . Um, you can order over the phone. It's an 800 number. If you have any problems or questions you can always call. It's 24 hours. And a lot of times, um, with other businesses if you wanted to, you have to stick to their hours. Um, when they're open. And a lot of times, um, I'm not thinking about running out and going shopping after work. I'm tired and I really don't want to. So the convenience of just picking up the phone, um, in a pinch is very nice. And you can return things. You can send back your shoes to have them resoled. Your hiking boots. They'll resole your hiking boots. Um, minimum charge. Um, no problem getting refunds back. They're very good. . . . They're very knowledgeable about products. They ask for your zip code so they know what state you're in. And they say, oh, how's the weather there. It's very cold here today. So, they, they're a little more personal. Um, but with weather, it's kind of a universal language, kind of. So. But it's nice. I mean, there's your common bond. So you sort of like the person on the phone now. Um, they'll ask, you know, what is it that you're interested in. Just tell me what page it's on. Um, oh, yeah, that's very popular. We may not have your size right now. Let me look it up. They'll look it up. And they're always, I think the important thing is they don't say, ok, hold on and put on the music. Which one place did. Um, they'll tell you what they're doing while they're talking to you on the phone. Which people like to know. Ah, it's good telephone courtesy, etiquette, to at least let them now that they're still there. They carry on a conversation while they're looking something up for you. And then if they have it they'll say, oh, we do have it in stock. Um, we're going to send it out tomorrow. And they tell you when. You should receive it on this day. If you don't receive it, you know, let us know and we'll see if we can track, track it for you. So, they kind of cover everything. Beans covers everything. Every possible

thing that can go wrong they already looked into it and dealt with it. And they've trained their staff how to deal with it. (Pat)

Mastery

By participating in leisure activities, one has the opportunity to test one's self or conquer the environment in some way and being able to master an activity makes the experience rewarding for the accomplished participant (Unger and Kernan 1983). As indicated in the survey data, recreational shoppers had greater feelings of mastery when they were shopping for clothing than nonrecreational shoppers did. Feelings of mastery resonated in informants' shopping experiences as well, not only when they were shopping for clothing, but also when they were shopping for other cherished products or desired novelties.

Mastery was exhibited three ways in informants' comments: sense of adventure, novelty/curiosity, and feel like a champion/conquer the retail environment. These forms of mastery were labeled based on the items used to describe mastery and arousal in Unger and Kernan's (1983) leisure scale. The arousal items were referred to as well when choosing the mastery form labels since mastery and arousal are interrelated concepts (Unger and Kernan 1983). In addition, in the factor analysis of the survey items in the present research, the mastery factor was comprised of items from both the mastery and arousal dimensions of Unger and Kernan's scale. (See Table 7.)

Sense of adventure. Feelings of mastery were apparent in informants' shopping experiences when they felt a sense of adventure while shopping. On these occasions, shopping was an expedition to discover unique, one of a kind items, uncover hidden treasures, search for bargains, or just wander in a plethora of interesting products. In the

eyes of informants, when shopping was an adventure it was fun, exciting, and filled with surprises.

Ah, sometimes it's kind of an adventure (shopping at thrift stores). You find, you find, like sometimes department stores bother me because you'll see three or four people with the same outfit. And ah, so you go to a thrift store, you know. I have this little jacket from Paris. And that other jacket from Canada. You know, you get different things that nobody will have because it's an old item. And, you know, it could be from some, somewhere totally different. And sometimes you find, I found a, I have a leather suede jacket and it comes down to here. Very comfortable. I got it for 7 bucks. Yeah, it was hidden. And, and ah, I'm very happy with it. And so, just once in awhile you find those. . . . Yeah, because you find the, usually there's all these weird people shopping there. And you can find, you know, even furniture there. I got this trunk there. It's really neat. It used to, to be used by this Southern Belle or whatever. And ah, I don't know. I guess it is kind of an adventure. Because it's just different. And I got a, this flight jacket for my best friend who, she wears those, for a couple of bucks. . . . But, you know, it's, it's just different to see, oh, oh, this is a Calvin Klein and they've, they're, you know, not wearing that anymore or whatever. It's just interesting. (Michelle)

Um, I've been to, ah, Thrifco. It's a thrift store over here on Semoran. They have some really nice, um, things. It's fun to shop in there too. Um, they have a, usually they have like sales on holidays. Like this past Memorial Day, they had 50% off everything, everything in the store. And it's kind of neat when you go shopping and there's like a lot of people in the store. It's, I don't, for some reason you get this like this anxiety. Like, you're all running around looking for something. It's, it's like a game sort of. It's kind of fun. . . . Um, well, like when you go to a store and it's really busy. For some reason, you feel like there's great sale there. And there's something you have to buy. You've got to find it, you know. Um, you get, I always get like anxious. Especially, when I go to like Thrifco or something because there's not, there's nothing in mass production. I mean, there's like one of a kind article in there. And, you know, you always want to find something. So, like you go in there and like everybody else is going around. And it seems like a lot of people look through things really fast trying to find what the nice pieces of clothes are. And that creates sort of, some kind of anxiety in the store. Everybody running around. (Christine)

See with clothing, I feel like I've got to look through everything because I might miss something that, that will be my favorite thing. Or find something else that I like, but. Like bathing suits, um, there's, I wanted one black bathing suit, a black one piece, for, um, two years now. And I can never find it in my size or anything. So I go through every bathing suit place. I go through every single, every single rack and every single hanger to see if I can find it. Or find something else that I like, but. Especially at discount stores, there's always like, you know, this is

going to sound so stupid, like a little treasure that, you know, will mean so much to you and somebody else might find it. Like that rugby (Tommy Hilfiger red white and blue striped rugby) was, I keep on going back to the rugby. That was like the only rugby on the rack and it was just like the best thing in there. And I felt so good because I got the last one or the only one, or whatever. So um, I just feel like, if I've gotten a good price on something that there's only one of, or something, I feel like, hey, I got it. Nobody else did. I'm going to be the only one wearing this. (Jennifer)

Having an adventure while shopping was not limited to clothes shopping, as other types of stores could fuel such feelings.

Ah, you know, food shopping. Sometimes that's an adventure too. Because you find new things. Oh, yeah. Sometimes, I, but then it takes like two hours if I really get into it. Like I found rain forest cookies at Publix that I've never found before. They're made with Brazil nuts and cashew nuts and they benefit the rain forest through ah, Harvard University. They sponsor this thing. And they buy the nuts, the company buys the nuts and that way it gives the, the rainforest people money for harvesting rainforest crops. And I found them up at the top of the shelf near the end by all the fat free cookies and stuff. And I get fat free granola bars and I just happened to notice them. But you find all kind of different items that are all dusty and nobody ever buys. And, I don't know. I consider that a place to discover. You find all kinds of different things there that, you know, from other cultures and you're like, wow, what's that. You can read the label or, you know, it's just interesting. (Michelle)

I like to go in, in Lechters. . . . Yeah. I like to go in there because they have a lot of neat stuff. They have everything. They have a lot of little stuff that, you know, they have little, little things that if I see something I like and it's cheap then I will, you know, get it. . . . They have, you know, just a lot of stuff for the kitchen. Or stuff to decorate. Or, you know, the picture frames. Or, you know, like they'll, other, they have little coffee mugs that, you know, I use them to drink coffee. And they always have different, like, those little joke things on the side, I guess, you know. Um, cute stuff to put around the apartment. Stuff like that. I usually, I don't, I can't think of the last thing I bought something. But I like to go in there. . . . And I also like it because it's, it's not, it's more cluttered around. But I like that because you, it's hard to get around in that store because you have to go around in little, you know, corners and everything. If there's people there it's a real, you know, a tight squeeze to walk around people. But because it's kind of confusing it's kind of fun. It's, you know, me because it's like me. (Mary)

My anchor that I got was like finding a treasure. In our sorority this was our symbol with golden anchor. And I already had one that my big sister in the sorority gave me. But I was supposed to get one for my new little sister. . . . So I

went to Luria's and um, I'm looking through the charms and everything. I saw some anchors exactly like the one I had. And I was like well everybody has these, whatever. And um, I see this section in the back that said closeout jewelry. Big sale person that I am. So I go back there I'm looking through all the charms and they're like 75% off of all this jewelry and charms and stuff. And um, I saw this anchor and this is like so much bigger than all the other anchors. The other anchors were like really small. And I asked her how much it was. And she said it was like originally 100 and something, but with the markdown price, plus the red tag price, I could get it for like 45. And that was just like, I was so excited that um, I bought this and I kept this for myself. . . . But this is probably one of my prize possessions. Just finding this in like a whole bunch of jewelry that you wouldn't think you could find anything in. But um, that's like finding a treasure. Or it could be something you're not looking for. . . . That (Tommy Hilfiger red white and blue striped rugby) would be a treasure. Yeah. One of my favorite things. I wasn't expecting to find it. . . . Oooh. That (black bathing suit) would be a treasure. (Jennifer)

Novelty/curiosity. Another indicator of mastery being present in informants'

shopping experiences was that retail stores offered novel experiences to informants and satisfied their sense of curiosity. A shopping trip was a chance to explore new or unfamiliar stores, look at new clothing selections, discover something different, or buy products that were enjoyed but not purchased on a regular basis.

Oh yeah. I like to go to that nature, the Nature store. And ah, see the print shop because I like art work, nature, pictures. Aah, and then they have this stand that has all kinds of different, well, I guess that's a clothes store. . . . Just, I just like the whole idea of it, I guess. Back to nature and, I usually don't buy anything because it's very, it's expensive. They, they jack things up in there. And ah, I don't know, they had this one table. It was the trout swimming in a, you know, like a bedrock and. I thought that was neat, but, you know, I don't have the, the money to buy that. I saw, I've seen tables I like better anyway. Ah, I don't know. They just have little items. You know, unique items that normal, normal stores don't have, just, you know. I just like that. Nature. (Michelle)

Yeah. I love to shop for food. I like to shop for food. Yeah. Especially, when I'm hungry. That is, I, um, although I don't get opportunities, many opportunities to cook. Especially, now that I'm living at home because, well, with my Mom, because she doesn't like me to experiment in her kitchen. And then, I can't do too much cooking living in a dorm, really. But, you know, I like to, um, collect recipes. And, um, I like to try new things. I like to try and cook new things. So, I like to shopping for food. I think that would be the, the next best thing, you

know, that I like to shop for besides clothing. I like to shop for food. And then after that I like, I like to buy, um, shop for, I like to go in, um, beauty supply stores. Like for stuff for your hair. Different products. Different, um, like different, they have like different types of rollers. That different ways you can set your hair. . . . So, well, I like to look at it and look at the pictures and, ooh, I wouldn't mind trying that. I like to do that too. Like to go in, um, beauty supply stores and shop for different things for my hair. (Lecresia)

And when we're (Shannon and her friends) getting to go on a trip and we love to go to Pharmor and buy all these little travel supply stuff. And, you know, go grocery shopping and roll the little cart around, you know. Because our parents do that so we'll never get the chance. That's fun. And I think it's fun to go grocery shopping sometimes. . . . Just because going up and down the carts picking out everything you want, you know. . . . But anything new like that is fun. To look at all the different stuff and, you know, see what's out there and see what you want to buy. Because when you're sitting at home and your Mom's just bringing home stuff you don't know everything that's out there. I mean you see it on TV, but you don't know what could be out there that's better. It's fun to pick it for yourself. (Shannon)

I like, I like, um, shopping for like evening wear for going out and stuff like that more than just like everyday clothes. I kind of, for some reason, it seems like with evening clothes you can find different stuff. But for everyday clothes, like blouses and stuff, I mean, a blouse is a blouse. It's cut the same way. The only difference would be the print or some little ornament they put on the front that's different. Whereas, like if you're going for evening clothes you can get all different kinds of cuts and styles and dresses and, you know, different, like blazers or all kinds of stuff. I think that's fun. (Christine)

Feel like a champion/conquer the retail environment. Shopping also provided an opportunity for informants to demonstrate their mastery of the retail environment by finding sales and getting a great deal while they were bargain shopping. When informants found a desired or unexpected item on sale they felt like a champion or that they had conquered the retail environment. From recreational shoppers' point of view, shopping is a competition to find the best value for one's money. Recreational shoppers have a competitive advantage in this shopping game because of their involvement in

shopping, knowledge about clothing and stores, and unrelenting willingness to shop around for the best price to win the game.

So, I bought like, um, a comforter set like, for \$40 which is very cheap for a full size bed. The whole set. And I also bought like, um, curtains, shower curtains for the bathroom. They were like 8, 7 or \$8 which is really really cheap. And I was, well, what was really exciting about it is I found bras and, you know, lingerie and all that apparel for 75% off. Which for women that's really expensive. So, you know, it was like 3 and \$4 and so I was like really excited. . . . You know, I was very excited. I came back and told all my friends. Hey, guess what I did? You guys missed it. You know, I don't know. I work in an office with people, who, we're like, all like sale crazy. You know, we don't buy anything unless it's on sale. (Cametra)

The first time I bought glasses I did. And I was very proud of myself. I, I called my Dad long distance. I was so excited. I um, went to a couple of different places and, and got prices on the frames and the lens and stuff. And my very first pair of glasses cost me \$40. That was the lens and the frame. And I called him and said, Dad, guess what! I got my glasses. \$40! And I went to this place and they were 75 and I went here and here. And those were the only two prices I remember. It was like \$75 for one place and it was 40 at another place. But I had looked at a couple of others and they were in that range. Yeah, I just felt so proud of myself. . . . My girlfriend and I went out, oh, my neighbor and I went out. And the cleaners, where we take our clothes to get cleaned, they were having a dead clothes sale. And these are clothes that people take into the cleaners and they've been there for over a year. And they've never come back to pick them up. And I bought this outfit for my sister because it was \$7. It's the skirt, the top, and a sash and it's silk for \$7. And my Mom said, you're sister doesn't need anymore clothes. But Mom, it was only \$7! Such a good price. (Jean)

Like, ok, I bought, this isn't clothes, but I bought a stereo three months back. And it was, you know, it was a nice stereo and I saw it and I wanted it. And it had the remote and everything. . . . And it was at Kmart. I put, I bought it from, I bought it from Kmart. Yes, I got a good sale. I got a good deal. . . . And, um, I got it on sale for, like \$90. The regular price was, like 120. And that was good because I was, yeah, I had been looking around like I said. And I went to Circuit City and a stereo, the stereo, may, it wasn't the same, um, name brand, but with the same features and stuff was like \$20 more than what I got at Kmart. And, um, you know, it may not be a Magnavox, but it plays just as well as a Magnavox and it has the same features and stuff. And I'm satisfied with it. (Lecresia)

Coming home with a conquest, I guess. . . . The bags and everything. . . . You come across a sale and you a, brought it home. Everything you needed to buy, you know. It's not necessarily what you needed to buy. Just what you wanted to

have, I guess. And you came home with a sale item. . . . Well, sure. It's, you know, it's different. It's, it's, it's a surprise. That kind of thing. I do enjoy that (finding something unique or unexpected). . . . Conquest. . . . Um, I spent about \$1200. I, I must have bought about 35 or 40 outfits. . . . Because then you gotta go home and say, look. You gotta get yourself a pair of these. (Jen)

Because I feel like, if I feel, if I go home and I got a really good deal I'm really happy. . . . and I feel like I saved myself money. Because I hate to just to waste money. Because I don't have that much. I'm in college. . . . But then by yourself when you're just shopping you're getting something accomplished. You're finding the deal that you want. You're getting the clothes. You're bringing them home. You know, it's, you feel like you've conquered something. . . . But, if I got a really good deal and I had the money to spend. And it looks good and I'm happy. You know, then I feel great. . . . I mean it's good to, I usually try to look in the backs of most stores. If it's stores that I usually would find something. Just because there might be something back there. And I've found things. You know, freak things, where people don't see that are really cool. They're 50% off or something. It takes patience to really shop. I mean, people are lazy. And they'll just go buy something that's full price and get it and go home. Because they don't want to dig for it. I think it's fun. . . . I just like to get a good deal. . . . Like when I'm shopping for myself I'm really picky. Because I want to get the very best deal. And I want to get the best thing for what I'm supposed to have, you know. (Shannon)

The competitive nature of shopping for the recreational shopper was expressed by Jennifer in the following comment.

But um, usually you hear from your other friends (about sales). Like, you know, they've got something. I guess that kind of makes you want to go shopping too. To see, if you can get something like they did or better than they did. Or get a better deal on something. That's always good. . . . But um, it's competitive in the sense that um, when you're going shopping and looking for something that you. Like in a discount store when there's couple of things. And you figure, oh my gosh, this is the last one. It's a good price. I'll get. I got it. I think shopping is very competitive. Um, maybe not you against other people there at the time, but you against, um, the product. Like you getting it the time it's there. Like if, if you know there's a shirt there that you want. If you get it, you know, that's great. If you didn't than somebody else is going to get it. I guess I am greedy when it comes to things like that. Not really greedy, but if I see something and I know that somebody else would, would want it just as much as I want it, I'll get it. I'll buy it. (Jennifer)

Spontaneity

The survey results indicated that recreational shoppers were more likely to believe that shopping for clothing was a spontaneous activity than nonrecreational shoppers were. Further support for and insight about the spontaneous nature of recreational shopping was provided in the qualitative data. Informants' comments suggested that the type of clothes shopping they would be doing influenced whether or not the activity was spontaneous. Their remarks revealed that the decision to go window shopping and mood shopping tended to be spontaneous, while mission shopping was more likely to be a planned activity.

Window shopping trip. The following interview excerpts illustrate how window shopping occurred spontaneously in the lives of recreational shoppers. Their window shopping trips could be inspired by the sudden urge to go shopping, a friend calling and suggesting that they go to the mall, the need to fill in free time, being in the vicinity of a shopping mall or retail store, and advertising.

If, if my friend Amy calls me and she's like, you know, let's go shopping. I might not have anything in mind that I need, but I'll go with her. . . . Um, but, you know, like, on weekends and stuff, you know, and maybe one of my friends will call me up and say, well, let's go to the movies. And we'll go to the mall for awhile and see what we can find, you know. A lot of times I run into really good stuff when I just pick up and go. So, I don't mind doing that. . . . It's, um, I enjoy it, you know. . . . I don't like plan a day to go shopping and just totally look forward to that the whole week. I just, you know, well, I'm going to go shopping that day. And, well, you know, that sounds like fun. You know, that, that's, it's just, I do it for fun. . . . Um, but usually, it, that same day. You know, I'll tell my sister, oh, why don't we go to the mall for awhile? I feel like maybe getting myself something new. And she'll, ok, let's go. (Ian)

But like, um, we'll decide to go out one day or something. Or if we're just sitting around and we're bored, we're like, ok, let's go out shopping. And wherever the car leads us or whatever store we might see, you know, we might just wind up

there. There are like no set stores. I mean, rarely, unless someone knows they want something at a store. We'll go there. (Christine)

Um, a most recent shopping experience was over Memorial weekend. Memorial Day weekend. I was at home just flipping through the paper in Tampa, where I'm from. And I happened to see a sale for Dillard's. They were having, um, there's a clearance store, Dillard's. You know, near my house. So, they were having like a 75% off of all the clearance items. So, you know, I found that in the newspaper and that day and went to Dillard's. . . . Yeah, usually, um, me and my ex-boyfriend sometimes, you know, we're just sitting around, ok, let's just go to the mall. You know, we don't have anything else to do. Not going to actually buy something. Not going to buy. Not just, you know, just going to the mall. Just to have fun kind of thing. So, we have fun going to the mall. (Cametra)

But a lot of times it's just, because so many times if you're sitting around with nothing to do a friend will call, hey let's go the mall. . . . Like my friends they'll want to go buy something. And I'll just kind of follow them around and talk to them and stuff, you know. (Shannon)

It, um, some other times that I've gone out there was no, when I went to Ross I'd, I had to go, I had to go downtown for a meeting. And I was early because I had, was coming between two different place. And I was, I was coming from downtown going to a lunch meeting and I was early, and I thought, well, I'll just run in here and waste some time and look. (Jean)

Mood shopping trip. Informants' descriptions of their clothes shopping trips that were motivated by them being unhappy, depressed, or under stress also provided evidence of recreational shopping being spontaneous. The onset of emotional grief, mental anguish, or a bad mood propelled recreational shoppers into the marketplace at a moment's notice.

Last semester, I used to sometimes when I get done with like a long day at school or something or a big test. I would and if there's like nothing to do, I would just go hop in the car and go like look around the stores or something. It still kind of like relieves some stress or something or just. (Christine)

Yeah, like if I'm in a bad mood or if I'm depressed. Like if I've had a horrible day at work. You know, oh, look, ugh, I've been around people all day. You know, they've just really gotten on my nerves. I need to just get away and relax. You know, and just to spend the time just away from, you know, my house. Like, a lot of times going through college, you know, everything kind of falls around

the same time. You know, you have exams. You know, you have a lot of work to do because I'm working at Financial Aid. So, you know, people want their loans now. And just everything falls around the same time. It's like, I need a break, you know. So, to take a break I'll just go shopping. (Cametra)

Um, when I was up in Michigan. I went up there for a week and a half. I just got back last week. And um, I was at, you know, there were some days where I didn't have anything to do. It was hot out and I was just like, I'm just going to go to the mall. (Mary)

Um, I was on a date function for a fraternity and sorority in Jacksonville. I was with this guy that I used to date and we were having a really bad time. So I grabbed one of my friends and I left him at Hooters with his entire fraternity. And I went shopping at the Landing because I was in the worse mood. And that made me feel so much better. . . . Well, like after my final exam I went by myself. For, um, my chemistry class. Just because, I mean, I was almost in tears. . . . But um, I was just like, I've got to go do something. I didn't want to go to the mall. So I went straight to TJ Maxx. And a, that's when I got the Tommy Hilfiger rugby. And I was just so excited. . . . But um, that was a good day. Even though I got a D on my chemistry test, I got a rugby for 39 bucks. (Jennifer)

Spontaneous buying decisions. Informants' descriptions of their window shopping and mood shopping experiences also brought to light that a spontaneous shopping trip was often intertwined with a spontaneous clothing purchase (e.g., Cametra's lingerie purchases while window shopping and Jennifer buying shorts, a shirt, and a bodysuit while mood shopping). Thus, the feelings of spontaneity present in recreational shopper's clothes shopping experiences may be inspired not only by a spur of the moment decision to go shopping, but also by a spontaneous decision to make a clothing purchase.

No (plan to buy). Because you never know what's going to be there, you know. I mean, I have friends that have like, I must buy this pair of blue shoes because they have, you know, tassels and da da da da. And if they don't find it. But no, I'm not like that. . . . It's, you know, it's different. It's, it's, it's a surprise. That kind of thing. I do enjoy that. (Jen)

Like the jeans that I have right now, I didn't even plan on buying. I saw them one night at Wal-Mart, as a matter of fact. And, um, I was like, oh, these are cute.

You know, and I tried them on and they looked nice. And they've become like my favorite pair of pants because they're so comfortable. . . . But other than that, it's just, I just come across things by chance, really. That's when I do my best work. Is when I come across it by chance. Like, I knew that I wanted, um, an organizer. Like a Day Timer's organizer. And my roommates had, both had one. But they cost them like 60 bucks. And so, I was trying, I was thinking of saving up my money. And then one day I was in Wal-Mart getting some stationary and they were sitting right there for 16 bucks. I was like, oh, you know, might as well. (Ian)

Ah, I think it's a lot funner just to go and look around. And like just decide to buy something on a whim if it looks good. Where when you are restricted as to like what you can wear and what would look, you know, reasonable for a, any function that you have to go to. That kind of limits it when you're looking for things. . . . Um, a lot of times I just stumble across it (sales). Like, um, for example, I went to go buy a pair of Doc Martens. And the girl on the phone, I asked her, like how much they were and stuff. And she was telling me, she was like, oh, well, um, if you wait like one more week or something. Or I'll just go ahead and give you the extra discount now because they're going to go on sale and they'll be this much cheaper. So, I mean, I was lucky enough to have a sales associate do that. (Christine)

Last week, I went to Ross. And it was just again going through looking. They had a clearance going on. Just, it was really just looking to see what they have. Is there something in here on clearance that's a good price? That's a good buy? But I saw this other outfit. It was skirt and a top and it, I really liked it. . . . And, but it was a very casual outfit. We're going to the Keys in a couple of, next month. And I thought this will be a neat thing to wear at the Keys when we go out to dinner and stuff. So, I bought it. . . . If I had gone in there looking for an outfit, I wouldn't have found it. . . . I was just looking. I was wasting time. I just happened to see something that I liked and I bought it. (Jean)

In the following excerpt, Jennifer reveals that her preferred buying decision *modus operandi* was "impulsive" in nature.

Also, like Victoria's Secret sent me something I didn't order once in the dorms, when I lived in the dorms. And they wanted me to pay \$40 for a little tank top. And a, I probably won't ever buy anything from catalogs because it was, I had the worse time trying to explain to them that, that I never ordered anything. And sending it back. Things like that are a real pain. So, I'll probably just stick to buying things from stores on impulse. . . . Oh, gosh. I mean, I go out thinking, ok, I'm going, I'll get something to wear tonight which could be anything from jeans, a skirt, or shorts, whatever. And um, just see something and I'll be like, mmm, that's my size. I can get the whole outfit for 40 bucks. It'll look good for

the party I'm going to. All right, I'll get it. And that would be like the first store I go into. Then I just walk around the, the rest of the mall with my sister or somebody. . . . Because buying on impulse, I mean, is usually something you come home with, with your, you come home with and you're thinking, what on earth made me buy this? Like a poster or a print in a store. And you'll just be walking through and you'll be like, oh my gosh, that is incredible. That is so unique. I've never seen, you know, seen something like that. That would look so good in my room. I'll go ahead and get it. And then you get home and you're like, this doesn't fit on the wall. I have no room for it. It's a great picture, but it'll have to go home to Orlando or downstairs or something. And you're like, my gosh, why did I do that? (Jennifer)

The spontaneous purchases described above seem to bear the characteristics of impulse buying uncovered by Rook (1987). There is evidence in some informants' reports that they experienced intense or overwhelming feelings of having to buy discovered merchandise immediately, together with feelings of euphoria and excitement brought on by their find.

Fantasy

The survey results indicated that recreational shoppers had a higher propensity to fantasize while shopping for clothing than nonrecreational shoppers did. Fantasy behavior was evident in recreational shoppers' descriptions of shopping for clothing. Three different types of fantasy behavior were uncovered in the qualitative data: playful daydreaming, compensatory/therapeutic fantasy, and playful daydreaming. All three are recognized forms/functions of fantasy (Singer 1966; Singer and McCraven 1961).

Playful daydreaming. Some informants reported engaging in fantasy that was of a pure, playful and amusing nature such as playing a game of make believe while trying on clothing or looking at merchandise that they did not intend to buy. They found this fanciful behavior to be an enjoyable and entertaining diversion while shopping. Playful daydreaming could also occur when informants were trying on clothes or looking at

products that they were thinking of buying. The same imaginary role-playing game occurred in these instances as well.

This form of fantasy seemed to be a group activity as the examples provided by informants transpired while they were shopping with a companion. The social nature of playful daydreaming is consistent with the survey data that showed that social recreational shoppers had a higher fantasy tendency than nonsocial recreational shoppers.

Ah, we had fun. We went to a, we needed like semiformal kind of outfits. Um, it was great fun. We went to, the only place we could find was a store at the mall. I can't remember the name of it. Um, it's for dressy, bridal. It's a bridal shop. They have hundreds and thousands of, of dresses in there. And that was fun. We spent, mmm, about two hours looking for something. And we tried on a \$2000 dress. It was funny. It was wonderful. . . . Yes (was not going to buy that dress). Yeah. I don't pay no more than \$2000. But they were looking a, that, that was the, I'm sure the salespeople were saying, oh, try this on. Oh, try this one on. And my husband was, oh, that looks good. That's great. Something I would probably never ever choose for myself. But, that was fun. (Pat)

And it was fun. It was like we were kids again. You know, you're trying on suits and, and you're like posing (like models) and jumping all around in the dressing room. And you're laughing and stuff. And we, we, we were like ten year old kids or something. And, and you'd pull out stuff and you'd start giggling about, wow, look at this. Try this on. (Jean)

But you, you know, you walk out and you, sometimes it's fun to play like you're going somewhere. You know, to say to the store lady, yeah, I'm going to a wedding and I'm looking for a dress and then they go rave on and on about oh, it looks just beautiful on you. That color is you. And, you know, you try on all these fancy dresses. That's fun even though you know you're not going to buy them. You say, well, I'll come back, you know. You know, especially if you don't have any money because then you can just do that. Or it's fun to go, like I've had fun if you, if you're with, like maybe my boyfriend will go and um. Not the guy I'm seeing now because he hates to shop. But I have had, a boyfriend and I used, we used to go shopping and he would pick out things that he'd want to see me wear. And, you know, and I'd go through and I'd pick out well, you know, those kind of jeans I've never seen you in those. And I'd make him try on stuff. I mean that's fun. And you know you're not going to buy anything. It's just, just have a good time and see each other wearing stupid stuff, you know. So, that's fun. . . . Then there's the jewelry stores. Like the fancy jewelry stores, diamond rings and stuff. That's fun to go in. I have, me and my friends have gone in there

and pretended like we're getting married and tried on diamond rings and stuff. . . . Yeah. You know you're not going to get it. But it's fun to tell, I mean, you walk in and you say, well, I'm planning, you know, I'm getting engaged in a couple of weeks and I wanted, my boyfriend told me to come pick out a ring. And then they all, ok. They think you're going to spend a whole bunch of money. So that's fun. But that's when you're more socially shopping. Just kind of for enjoyment. (Shannon)

Or if I'm looking for like company or something, I like to be with my girlfriends because then we can like go around, fool around while we're trying on stuff. . . . So, we like to go out and like find all kind of funky stuff to try on and stuff like that. Which is fun. . . . It can make you (trying on clothing), um, you know, you feel like if you buy something you can be this type of person. I mean, I remember when I was younger that used to be the case. Like, if you buy this perfume then, you know, you could be, you know, light and airy. And, you know, stuff like that. (Christine)

Playful daydreaming also occurred while informants were people watching in retail environments. In these episodes, informants imagined who the people they saw were and what they were doing in the store/mall. This activity seemed to provide pleasure and entertainment to the daydreamers.

We like to, we're like, we're people watchers. Me and my Mom and my sister. We enjoy watching people (while shopping) and imagining what other people are talking about. And we get a total kick out of it. I mean, if you could see us. It's, it's a riot. (Ian)

Yeah. I like bookstores. . . . I like to, I like to like, um, people watch in bookstores. I like to see what type of people are at what, um, you know, different, you know, they've got the signs up here, travel over here, food over there. I like to see who actually is reading what. And you'd be surprised. I mean, you see like, um, you know, like young men over there in the cookbook section and stuff. All in the gourmet cookbooks. Man, he must like really be like, you know, really, you know, interesting. I like to people watch in them stores. Um, sometimes, I see like, you now, young guys, younger guys like in the children's books section. So I think, oh, that's so sweet. He's probably got a little kid at home. And, you know, trying to get him some, you know, some books to read and. Ah, you see older people in the travel section. Like really old. Like two old ladies in the travel section like they're going somewhere. Like at 70. In the travel section and, you know. And like my boyfriend's in the art section. And I think, you know, that's really, that's pretty cool. And right next to him is probably a lady, probably around 40. And she's in the art section too. She looks like a housewife or

something. And, you know, I wonder, I think, I think about these people. You know, what kind of people read what kind of books. It's the average type of person in there, I think. (LeTonya)

And I usually walk through the big, um, courtyard, the little route through it just because there's usually a lot people and I like to be around people. And I like to watch people sometimes. Especially when I'm by myself I like to just observe other people and see, you know, wonder, you know, what their day was like and what they were doing at the mall. And, you know, if they had a reason to be there or not. And wonder if they, if anyone was in that, my kind of situation because a lot of people go shopping alone. And so, just observing people and, you know, and thinking. (Mary)

Compensatory/therapeutic fantasy. Fantasy episodes that had a compensatory/therapeutic function were apparent in informants' discussions of mood shopping. Fantasizing during these occasions enabled them to temporarily escape their problems, as the activity was emotionally uplifting and self-enhancing. This type of fantasy seems similar to the fantasy-imaginative behavior that O'Guinn and Faber (1989) reported that compulsive buyers engage in to escape reality while shopping and dissociate negative consequences from their behavior.

Compensatory/therapeutic fantasy appeared to help recreational shoppers justify a clothing purchase not only because seeing themselves in a desired garment that they had tried on and felt attractive in made them feel good about themselves, but also because of positive events they hoped would occur while they were wearing their new clothing outside the store.

Especially you find that women that are single and do not have a boyfriend or a significant other, they're going to shop more than the woman that has the husband or a boyfriend. . . . I haven't figured it out yet. I don't know if it's to try to fill a void in your life or to make you feel good about yourself. . . . So you go out and you shop all the time. . . . Because I don't have anyone to tell me that I look nice. So I'll do it for myself. Or maybe I can catch someone if I dress nicer or, you know. Attract someone that way. A person that is in a relationship they're not, I

have the person, so I can maintain the way that I look. You know what I mean? Rather than, because I don't have to worry about it. (Sabrina)

Actually, it happens more in the store, less at home when I'm getting ready, and then more again when I'm out. Um, when I'm in the store and try something on that is like in style or that I see up on the top shelf, and I'm like wow. And I try it on. I feel really good in that outfit. And I'm like, gosh, I can see myself out. And I just feel a lot better about how I look and how I can present myself. And then when I get at home and try it on, I think, oh my gosh, no. This doesn't look right with the jeans I thought it was going to look right with. My hair doesn't look good with this outfit, whatever. And, you know, I was going to say. And then when I go out later that night and, um, I'm around other people. And a, I don't know. And I'm in my outfit then I start to feel good again. I'm like, ok, this is my new outfit. And two people have already said something about it. And I feel good because a lot of people are talking to me. You know, people I haven't met before. And that makes me feel better again. I mean that can happen in my old clothes too. But, when I get a new outfit I just feel like, not quote unquote, a new person, but well, kind of. You present yourself in a new way that nobody's seen you before. So I really feel good when I wear a new outfit. Even though other people might not notice it, I notice it. (Jennifer)

In the next four excerpts, trying on expensive clothing that was beyond informants' financial means helped alleviate minor bouts of depression and unhappiness that had led them into the marketplace. Trying on clothing reinforced the positive feelings they already had about their physical appearance. It was reassuring to informants to know that if the time came when they could possibly afford to buy the item they were wearing they would look real good in it. Although there are possible negative consequences from fantasizing about the unattainable (Rhue 1987), only one informant mentioned that this type of behavior can lead to minor frustration, but overall in her mind, the therapeutic benefits outweighed any negative feelings that may arise during the process.

Yeah. If I'm in a bad mood that's sometimes what I'll do (try on clothing). If I see some really really fancy dress or something. Like, just in a bad mood, and you want to see yourself look good, you know, you might and go try on a real

fancy dress even though you know you're not going buy a, you know, a couple of hundred dollar dress. No way in the world. (Shannon)

And then sometimes I'll get in a mood and I want to dress really nice especially when I'm depressed and I want to wear something nice. Just to make, and I do make myself feel better. . . . I'll go in and I'll try something on that I know I can't afford. I try on this really elaborate thing with all these sequins hanging off of it and know I don't have anywhere to wear the thing. Can't even afford it. And I'll try it on and it looks nice on me. And I come out and he's, oh, that really looks nice on you. And I'm fine, you know. . . . But most of the time, I just go because when I'm depressed I go to the stuff I can't afford. So I couldn't buy anything. But I try it on. See if, you know, like how it looks. And it makes me feel better. . . . Mmmm. I don't, it gives me an idea of how I'll, well, I have to be honest. It's a vanity thing sometimes too. Because I try something and I think, oh, I look nice in it. It looks good on me. You know, I have a pretty decent body, you know. I don't have anything to be depressed about. I could be fat. You know, that kind of thing. Um, and also, just because the psychological thing probably more than anything I think. It just makes me feel better. I don't know how to explain it. It just makes me feel better. Makes me, uh, feel better. I, I don't know how to put that into words. I mean not for a long time. But usually it's, it's, it's, it's a high. You know, I think mmmm. And then you go in the store and the music's playing and I'll try the thing on. I'm kind of like bopping around thinking, mmmm, I look ok. And I come out and, you know, usually, you know what it is too. Usually the salesgirls will come out and say, oh my God, you, you're so thin. Or, I think I like to hear that. It's like, you know, they're feeding my ego. I come out. Whoever is like, oh, you look so nice. And the girl's like, oh, my God look. And there's other people in the store and they go, you look so cute. . . . Usually somebody would say, oh, you like so nice in that. It's not just, you know, him. He's not, you know, and, but when someone else says it that doesn't know me, I think, oh, you know. That makes me feel good. Yeah. (LeTonya)

Yeah (try on clothing that she would not buy). Just to see how I would look in it. Knowing in the back of mind that I, there's no way possible that I could ever afford this. . . . Yeah. It makes me feel better in that I can look at, you know, myself in the mirror and I can get an image of, ooh, how I would look in it, you know. And think about different settings and stuff. Um, how I would look in this, like a pair of Guess jeans or something like that. You know, a \$90 pair of Guess jeans or whatever. . . . It makes me feel good. (Lecresia)

Yeah. Yeah (tries on clothing not going to buy). Just because, you know, I guess, I also like to do that because if I'm not in a good mood and I'm not going to buy it. . . . Um, if it looks good on me it will make me feel better because I know I look good in a certain outfit. So, that helps me too. . . . And I never had a problem with, you know, well, I don't have to worry because I was like real thin. And I was real in shape. And I didn't have to worry about what would look good.

And, you know, I have to hide my fat or something, you know. So now it's like really, it's gotten harder. I have to really try to find because I have to make exceptions now that not everything looks good on me. And if, if something does I'll, you know, feel really good. (Mary)

Cametra did not try clothing on when she was mood shopping since she tried not to buy anything on these occasions. To escape her troubles, she fantasized about buying clothing while she was looking at these desired items in one of her favorite stores.

Yeah, it's a, I didn't have a good day at work or I didn't get a good grade on a test or, you know, something is not so right with my life. I'll just go and casually look. Usually, I try not to buy because I know that I'm depressed and I know that, you know, I'm more likely to spend more money. You know, I would, I would go to The Limited first, you know. Skip all these other stores. I, I don't want to try to find a sale, you know. I go to the most expensive store that I shop at which is The Limited. And, you know, look through their racks. . . . And then I would look through and see the things that I like and know, ok, maybe in a month or two this will be on sale and I'll be able to come get it. Maybe when I'm feeling better. . . . I mean the looking around takes my mind off of whatever it is that's, that's bothering me. . . . That's pretty, you know, it just relieves me. (Cametra)

Planful daydreaming. The final type of fantasy behavior recreational shoppers took part in was planful daydreaming. In contrast to playful daydreaming in which fanciful wishes were entertained, planful daydreaming served a preparatory and exploratory function for participants as they anticipated future purchases or were considering buying an item. The qualitative data indicated that fantasizing in this manner was an enjoyable activity. In addition, planful daydreaming seemed to serve a motivational function for some informants.

There's some nice shops that have some real nice clothes for, you know, the business look. When, you know, when, like in the future when I'm going to work. Because that's, that's one thing I look forward to, you know, having a job in the future because I'm going to be able to buy good quality clothes and I'm going to look professional. I like that. . . . And then, um, my cousin has a baby. You know, she'll always look at the baby clothes. So, that's another thing, you know. You don't, I don't usually look at that. . . . Yeah. Yeah. It's fun because

I know in the future that I'm going to do it and I kind of get excited. I like to do it a lot. And, you know, it makes me think ahead. Think of the future. (Mary)

Um, for, for some reason, I guess, I'm getting ready to get my own place. So, I love going into like house, house stores. Like, um, like kitchen knick knacks or living room knick knacks. Um, for example, like Pier One, or, um, Lechers, or, um, there's a new store. I forgot the name of it, in the, um, Florida, in the Fashion Square Mall. Um, I, I kind of like looking at that stuff because, because I know I'm going to be able to some day finally move into an apartment. And then design it myself. So I like doing that. (Christine)

But, you know, while I'm looking around at, um, I, I really want to get one of their (Bombay) chests that they have. And I was looking at the chests and just kind of dreaming and thinking, one day. . . . It's the, the one that you put at the foot of the bed. A trunk, but they're made out of wood like the lane cedar chests and stuff. Um, we have, Queen Anne, the traditional furniture in our house. In the kind of mahogany, dark cherry, and we really like that and we're, as we're fixing up the house we add pieces here and there. Um, so, I don't know. One day I'll go out and buy it. (Jean)

And I wanted a couple of new shorts just for that weekend. . . . And so, it was like all along, I was thinking about different, um, different short sets that I wanted to buy, you know. Different like looks that I wanted to have for each day. And so, I had like, I had like an image of it in my head. And so, I would go to, to the malls on different occasions and then if I see some, you know, something that I like that really fit the image, then I'll buy it. (Lecresia)

In the following playful daydreaming examples, fantasy seemed to serve a motivating role in recreational shoppers' lives.

Like, if I go to the mall and say, you want to notice someone having all Liz Claiborne. You know, that person does have money and that's important for them, for people to see it, I guess. Um, I'm going to be just like that. To have clothing and have the money to buy it. So, like in the future, you know, when I'm in the working world and, you know, I know I'm going to have money. I plan to. And I'll probably, you know, buy the best, you know. The best brands because they have the best quality. And I probably won't look as much at sales. I'll always look at the sales, but it probably won't be as important because I'll have the money, you know. (Mary)

Like, I went on a diet one time and I was like if I lost 15 pounds then I can buy myself a new outfit. Because I feel like if I look better, you know, maybe I'll try something on and I'll think gosh, you look bad in that. You need to lose a couple of pounds. And then I'll tell myself. Ok, if you'll lose, if you'll baby sit once and

get the money then lose, you know, ten pounds or something you can buy yourself something. You know, an outfit. I've done that lots because that will help you. I mean, if I, it will help me in school. It helps me in anything. Like, if I'm studying real hard for a test. If I can see that light at the end of the tunnel, something. You know, like ok, if I study tonight real hard for this test and make myself do it then I can buy myself, you know, a pair of shoes or something. . . . But sometimes it's good because it helps you to have a motivation to do good in things. (Shannon)

Those, um, shoes that everyone's wearing. Those shoes with the two buckles and you just put your feet in. And all the kids on campus are wearing them. And I was like, man, those look really comfortable. They're kind of expensive though. But then you can find them like cheaper and everything. It's like the shoe of the official college student. You've gotta have these shoes. If you don't have these shoes then, it's like, these shoes like say, you know, I'm just bumming around. But I mean like, no not really because like I've seen like girls, like they're wearing nice shorts and nice t-shirts and they're just wearing these shoes. Just kind of hanging out. But it's kind of like, you know, I didn't even have time to put on shoes. But I didn't want to just put on flip flops so I put on these shoes. These are the shoes. They're comfortable and they're cute. They come in these little colors. Which you can get them in that brown that everybody wears. And um, I was stressed out about a test or something and I kept seeing these shoes. I was like, man, if I didn't have to put these sneakers and these socks on. It's hot out here. I keep, everybody's toes are hanging out. After I take this test and if I do good, I'm getting these shoes. And I did. I got those shoes. (LeTonya)

At times, fantasy may not become reality as illustrated in the following excerpt.

I have a dress that I've never worn from The Limited which I feel so bad about because I made my mom buy it because everybody at school had them. And a, it was nice and I liked it, and I thought would look good on me after I dropped like five pounds. I didn't drop five pounds. Didn't look good on me. . . . I still have it. (Jennifer)

Unlike Shannon and LeTonya, who bought products after realizing their goals (wishes), Jennifer made her purchase while her goal (wish) was still a dream.

The tendency for informants to engage in fantasy suggests that they may be materialistic in nature since materialists are more likely to dream about product ownership, as well as engage in playful and playful daydreaming than nonmaterialists (Fournier and Guiry 1993). The survey data did show that recreational shoppers were

more materialistic than nonrecreational shoppers were, however, there was not a significant difference in the fantasy behavior of materialistic recreational shoppers and nonmaterialistic recreational shoppers. Nevertheless, it does appear that similar to materialists, recreational shoppers enjoy thinking about products in general, whether they have future purchase intentions or not.

Looking at the leisure dimensions that are present in recreational shoppers' shopping experiences as a whole suggests that shopping for clothing is an ongoing leisure activity for recreational shoppers whether they are in a store or not. They think about making future purchases, use shopping and products to entertain themselves, for emotional uplift as well as self-enhancement and self-reinforcement even if they do not make a purchase, enjoy the process of shopping and relish product acquisition, and anticipate consuming a new clothing purchase for the positive reactions from others and their own self-reflection. The recreational shopper's reign spans beyond product acquisition. It includes pre- and post-purchase activities as well. Positive consumption experiences send them back to the marketplace looking for continued self-reinforcement, while negative feedback sends recreational shoppers back to the mall to try again to look for a new self. Hence, the use of products for emotional uplift and self-enhancement extends beyond the domain of materialists and compulsive buyer.

Research Question 4

The survey data showed that recreational shoppers preferred shopping with a companion compared to shopping alone and garnered more benefits from companionship while shopping for clothing than nonrecreational shoppers did. Differences in perceived social benefits from shopping with a partner were also seen among recreational shoppers

as the number of recreational shoppers classified as social recreational shoppers surpassed the number of nonsocial recreational shoppers 90 to 27. Compared to nonsocial recreational shoppers, social recreational shoppers realized greater benefits from interacting with companions and salespeople while shopping. In addition, they were more likely to fantasize while shopping, socialize with family or friends and eat lunch on a shopping trip, as well as shop for clothing from two “social” venues, i.e., catalogs and the Internet.

The qualitative data provided support for the existence of social recreational shoppers and nonsocial recreational shoppers, but at the same time a third group of recreational shoppers was identified, namely consumers who at times wanted to be alone on a clothes shopping trip, while at other times they enjoyed companionship during their marketplace experience. These three groups of recreational shoppers will be discussed further in this section of Chapter 6, using informants’ comments to investigate Research Question 4 and shed light on each group’s perspective about shopping with other people.

Three groups with different viewpoints about shopping with other people emerged from the qualitative data: 1) recreational shoppers who preferred to shop alone, labeled solo recreational shoppers 2) recreational shoppers who preferred to shop with a close friend or family member, named social recreational shoppers, and 3) recreational shoppers whose preference for companionship depended on the type of shopping situation, labeled solo/social recreational shoppers. The last group, not previously discussed in the consumer behavior, retailing, or marketing literature, preferred to shop alone when they were mission shopping or mood shopping, but when they were window shopping they preferred to shop with a companion.

Solo recreational shoppers

The first group of recreational shoppers, solo recreational shoppers, preferred to shop for clothing by themselves since they needed to be free and in control when shopping. They wanted to shop at their own pace, choose which stores to patronize and which merchandise to look at, evade pressure from companions to make a clothing purchase, and avoid shopping with people who had incompatible shopping styles as well as different tastes in clothing and stores.

Yes. I like to go by myself. Yeah, I do. . . . Well, because, um, I don't have to, so far as, um, limit my time in certain stores. You know, like when you're with someone else they may enjoy, um, another particular store then, you know, like me with Stuart's or whatever, you know. And, and then, um, um, you know, I don't have to, like say for example, if I'm looking for something for a certain occasion a lot of times I have something in mind. You know, as I said before. And then, if someone else, if someone else is with me and they aren't trying to shop or anything. They're just going with me to help me look. They don't know what I have in mind. So, then they, well, how about this? Well, no, you know. I don't like that. And then, you know, and then it's hard for me to say no too to a person. That's another complex that I have. So, I'm like, well, no, not really. When, when really in the back of my mind I'm like, no. I don't want to buy that, you know. So, I just, especially when I'm shopping for it's a special occasion. I love to go by myself. (Lecresia)

Lecresia expressed similar sentiments about shopping with others when she was window shopping as well.

Yeah, like if I'm just going to look. And then I may see something that I like, you know. A lot of times it, it, it influences, it would influence me if I'm with someone else and they're buying, you know. And if I'm in that store and I see something. It'll encourage me to just go ahead and get it. Whereas, if I'm by myself and, um, I originally just set out just to go look and I see something that I like. I may be more hesitant to go ahead and buy it then if I went with someone else.

As expressed by Lecresia and reiterated in the following excerpts, shopping with a companion creates tension and conflict for the solo recreational shopper.

Usually, I shop by myself. I shop better when I shop by myself. . . . Because I take, usually, when you're with someone either they're rushing you or they're too slow. So, they're either taking two hours where you only want to spend 30 minutes. Or they're taking 30 minutes where you want to spend two hours. So, I would rather take my time. You know, go by myself. When, I don't know. I've just had bad experiences with, even with my good girlfriends, it's really hard for me to shop. We have different types of tastes. So, the things that I'm looking at they're not looking at. You know, so, it's really hard. And also comes in is a little peer pressure. Me and this one girlfriend we do have the same kind of tastes. And we usually don't like staying in the mall very long. So, we'll go to The Limited together. But, we'll end up spending like between us \$250. And I'm like, ok, I don't go to the mall with you because you, you help me to spend more money. So, I'll just stay at home while you go. Then when you come back I'll leave and I'll go or something, so. (Cametra)

I'll go by myself with no problem. . . . Some people won't shop by themselves. They have to have a friend with them. Not me. I'll still go. . . . I do it more alone. . . . You know, I have a cousin, who will start at a store. Then we'll have to go to the other stores to see if they have the same outfit at a cheaper price and then we wind up back at the first store. I don't like to shop with people like that. I just like to just take my time and go with the flow. And well, this is the outfit that I like and I really don't feel like walking all the way down there to check and see if they have a cheaper price. I'll just get it here. . . . There's, when you shop by yourself there's like a peace that I can do what I want to do, go in a store. When I want to go. I can run in and out. I can stay in there most of the afternoon and just take my time. And you don't have a, like when you go shopping with a man. Are you done yet? Well, didn't you try something on like that? You know, when you go by yourself, you don't have to deal with that. (Sabrina)

For Sabrina and the other solo recreational shoppers, shopping with others was not recreational or a leisure experience because of their loss of perceived, lending support to the notion that perceived freedom is a determinant of leisure. (See Chapter 3.)

Although, at times, solo recreational shoppers may go shopping with other people, they definitely preferred to shop alone. As further evidence of their solo nature, they did not have a compatible shopping companion, let alone a favorite shopping partner. Interestingly, not until they were prompted by the researcher, did informants in this group discuss shopping for clothing with other people.

Social recreational shoppers

Informants who desired companionship while shopping for clothing, regardless of the type of shopping situation, made up the second group of recreational shoppers, i.e., social recreational shoppers. They wanted someone to be with them so that they would have someone to talk with, have fun with, discuss the clothing in the store with, help them while they were in the dressing room, provide advice about clothing options, shield them from salespeople, and stop and get something to eat or drink with. Social recreational shoppers were social people who felt lonely when they shopped by themselves. In the shopping experiences they discussed, a favorite companion was present.

Not usually. I don't like to go shopping by myself. . . . It's quiet. No one talks to you. It's awkward, you know. . . . But um, no one talks to you. I mean, you feel stupid talking to yourself. Even if, even if you go with, even if I go with my boyfriend he's not paying attention to me. He's there and I pick something, oh, that's cute. He's not even, even listening to me. But he's there. Or my mother, oh, that's cute. I don't want that. Or when I'm with. But when you're by yourself, it's like you hear that, you hear your, the, the hangers banging the thing. Shh, shh, shh. No one's saying anything to. So, it's like, and the salesperson's like, burning holes in your back, like, you know. Usually when you're with another person, it takes the pressure off, I guess. It makes it, it makes it better for me. I like to shop with other people. (LeTonya)

Um, yeah, there's a big difference. I, I enjoy it much more when I'm with someone else. . . . I really don't like to go shopping alone because I, um, it's like, I'll find something and it's, it's either it's not a good price or it looks kind of strange on me. So, I'll just leave it and I'll end up not buying something. But if I, I usually end up taking my sister or my mother with me. That day I had Melinda with me because she was coming to school with me. Um, I just need that extra opinion sometimes that will put me over the boarder line of whether I'm going to get it or not, you know. . . . I think a lot of times I don't like to do it without somebody else there just so I know that I'm not the only one that thinks this looks good on me, you know. I don't base my, my opinion of myself or how I look on other people. But it's always nice to, you know. And that's why I always bring a close friend with me. (Ian)

No. No. I like having people around and we discuss things that look ugly and such. Um, I can't make a decision if something looks right on me. That kind of thing. That way I have someone else around me to decide for me. . . . No. No. I like to go with other people. I like them to say that looks good on you. Or don't, don't get that. Or, I, no. I don't care for doing it on my own. I'm not a loner, I guess. I like people around me. . . . Mmm. I guess, I mean, it's just more convenient, you know. Ah, if I'm in the dressing room and this is just too large, you know. And I don't want to deal with the salesperson. I mean, that's out of convenience, I guess. And decision making. I suppose that's the two reasons I take other people with me. (Jen)

One of the people Jen enjoyed shopping with was her roommate at school.

Despite their different tastes in clothing and stores, they are compatible shopping partners. Enjoying each other's company appeared to outweigh their different preferences.

And my roommate, she likes to do a lot of shopping also. We get along with that respect. We get along real well. . . . And I mean, let's go to the mall. No questions asked. . . . You, I, you know, when we go to the mall and such, not this time. But when I pick out something totally outrageous, you should see her expression. That to me, I won't buy it, I mean, if I don't like it. But just to see her expression. I mean, if I don't like it. But if I do like it, I will buy it regardless of her opinion. Ah, I do like to see her freak out though. I do. I do. . . . That's what makes it fun, you know. That's what makes it fun. I mean, she's not going to say, I mean, she'll say, well, gees, Jen that's a little far fetched. Do you think you should tone that down? And, I mean, she'll make that kind of comment. She won't say, God! That is the ugliest, tackiest thing. But you, we get along. I mean, it's, it's like the odd couple, I guess. We do have totally different tastes though. (Jen)

When LeTonya, Ian, and Jen went shopping with somebody else they stayed with their companions throughout the entire shopping trip. In the case of Jennifer, although she also preferred to go shopping with another person, instead of going alone, she indicated that she liked to be by herself during the actual shopping process, i.e., looking at the clothing in the store and trying on clothing, since she is a very deliberate and thorough shopper. For Jennifer, companionship is very important during the other parts

of her shopping trip, i.e., driving to and from the mall, walking through the mall, stopping to get something to eat and drink, and showing merchandise before and after it is purchased to receive approval and encouragement.

Just because I, actually I like shopping with somebody else, but um, I don't. Because I take so much longer in stores than they do. Like at TJ Maxx, I'll go through the entire store, every section. You know, go through every bathing suit and a, she'll (her sister) just walk through the aisles and everything. I get really frustrated because she's ready to leave and I'm like half way through the store. But um, I guess I like going places to shop with somebody, but I need to be left alone while I'm shopping. Or they can go do their thing and then meet me back somewhere because I take my time. . . . It doesn't, I mean, it doesn't really bother me shopping by myself. But um, I just don't like going in the car by myself. And a, I really shouldn't say that, but I just like company to talk about going shopping and, and like in the car and show them what I pick out and. It doesn't bother me shopping by myself. I hardly ever go to the mall by myself up at school even though it's that close. Unless I have to run up and get, like pantyhose or underwear or something really quick. I always try to like ask somebody if they want to go. . . . Um, to um, to encourage me. Like, oh, that does look good on you. Or, well, that is a good price for a Polo or Liz Claiborne. Or I did see that at Burdines for 60 bucks and it's here for 20. I'm like, well heck, then I've got to go get it, you know. (Jennifer)

Jennifer's favorite shopping companion is her twin sister, who not only provides companionship during the "nonshopping" parts of a shopping trip, but also plays the role of the shopper's helper.

My sister. She's my twin sister. But um, yeah. But my sister will tell me, no. I look awful and I'm like, ok, well, maybe you're right. She kind of understands me and she knows what I like. And she'll pick things out for me, like two rows ahead, and I'll be like, oh, hold it for me. Yeah, she's a very good person to go shopping with. (Jennifer)

Solo/social recreational shoppers

Depending on the type of shopping situation they were in, the third group of recreational shoppers, namely solo/social recreational shoppers, felt comfortable

shopping alone or with a companion. Informants that fell into this category of recreational shoppers, discussed shopping for clothing from both perspectives.

If they were going to be mission shopping or mood shopping, solo/social recreational shoppers preferred to shop by themselves. In these situations, solo/social recreational shoppers had the same traits as solo recreational shoppers. They wanted to be free from companion imposed encumbrances and in control of their shopping trip.

I take a long time (shopping for herself) and people don't like to wait for me. I'm very fussy. . . . Oh, I check the seams to make sure it's sewn. It's well made. Um, interfacings. Um, if it's dry clean or hand wash. . . . Um, it has to be the right style. And, and if you go with friends, I notice that they try to push you into a new look or something. Um, that I'm not comfortable in. Um, and when, if I go with them and they do push me into something that I'm not comfortable in, I do end up returning it when they're not around. But I don't want to hurt their feelings. So, I end up, oh, yeah, well maybe it will look ok and maybe I'll wear it. And I know I won't wear it. So I'll just bring it back later. (Pat)

Ah, I think I do that by myself (shopping to buy something) because, um, when you go with other people it's just like you need to like go with the flow and do what everybody wants. Whereas, if I were to go with someone else when I know I have to buy something in a certain place, where they might be bored or something, then, um, it kind of wouldn't make it as fun, I guess, you know. Um, that's one thing I've noticed like when you go shopping with people. You gotta be able to go with the flow because if you don't then, you know, there's going to be somebody that's bored or, you know. Or they might go into a different store that you don't like and like take forever. . . . Or I'm not, I really don't want to buy anything because I, I know that there's someone with me that really doesn't want to be there. And I hate being rushed when I'm looking for things. . . . Ah, because when I'm by myself I do spend a lot more time because I'm trying to decide if I really do like it the way it fits on me or if I don't. (Christine)

Christine also preferred to shop alone when she mood shopped.

I guess, I guess it depends on what kind of mood I'm in. Um, like if I had, like say, for example, a long day like in school or something. I'd rather just kind of like, like to go on my own and just kind of like spend the time on my own just basically thinking about nothing that is really important. But just kind of like browsing through the stores. (Christine)

Similar to Christine, Michelle went shopping by herself when she was on a mission to buy something or in a bad mood.

If I really want to get some shopping done I'll go by myself. Or if I just want to meander around or just run into something, you know. If I want to get stuff done, I'll go by myself. Because, when I'm with friends I, you know, I feel bad if I'm dragging them into these stores or, you know, if they don't feel like going to that store and I really want to go in there. . . . Like, if I'm down I like to be alone. . . . I may not have enough patience or whatever (to be with someone). . . . I mean, like I've gone shopping (alone) at Builders Square and gotten little plants and just been happy as can be with just getting the cheapest little plants I could get. It's buying something. You're out. It makes you feel better. (Michelle)

When under stress or unhappy, shopping alone seemed to help informants "escape" their troubles and be free.

Yeah. When I'm by myself it's more, it's either, when I'm by myself it's either because I'm, I'm really in a serious mood that I want to get something accomplished. There's something I want to buy. Or it's because I'm kind of depressed and I want to do it myself. And I kind of want to walk around and, you know, get something to drink and just kind of look at some different outfits. . . . I want to just make myself feel better. (Shannon)

And then there's another experience when I'm upset. Or after an exam when I'm under stress, I go to the mall. Because that's the best reliever for me because, um, you know, I'm doing the thing that I love to do most. So, I always go on my own when I have, when I have, after an exam or after some stressful situation. I go to the mall. I always get coffee every time I go to the mall too. I go to Barney's and get a cup of coffee. The flavor of the day. And then my heart is content. . . . When I'm stressed I'm going at my own pace. . . . And when I'm going because of stress I'm going for myself. Because it makes me feel better because I know I'm going to look better when I buy new clothes. I guess that's, you know, why I like to go alone because it's at my own pace and I'm looking at things I want to look at. And if someone wants to go somewhere I don't want to go there. Because I'm here for myself. (Mary)

In the next two excerpts, informants discuss their preference for shopping alone when they were shopping to buy clothing. Being by themselves, helped them concentrate on their objective and achieve their mission of making a clothing purchase.

And I usually shop better when I'm by myself because then I can take the time that I want to take. I don't have to worry about, because I hate to make people wait for me. I feel bad. You know, it's like they're sitting there thinking, gosh come on hurry up. . . . Yeah. I don't like shopping with people. I mean, unless you're window shopping. You're just kind of walking around. But when I'm shopping with people either one, I feel like I have to follow them around and I get bored and I don't want to look at the things. Because, most of my friends like that popular stuff. And I have to sit there, you know, while they go in and look at all the real expensive stuff. And I'm sitting there, God, this is ridiculous. And I get bored. Or if I'm looking at stuff, I feel like they're bored and I don't want them to be there waiting. . . . Most people don't like to shop by themselves. . . . Yeah. I like it because nobody bugs me. (Shannon)

If I'm shopping and have a mission, I usually want to go by myself. Um, except the swimsuit thing. Nancy (her friend) went with me and that was a situation where she did more of the critiquing and she didn't really look for anything. But we knew that I was going to buy a swimsuit. That's what we were looking for. So we both had a, a mission. . . . Yeah. I, I think for me now it would be more recreation if I went by myself because then I, um, I can take as much time in a store as I want. When I'm ready to eat I can eat. Um, if I want to go into a store and that maybe Nancy's not interested in, in going into, I can do that. . . . Um, but, I don't know. Because now that I say that I can think of times that it's, it's really fun to be out with her. Um, and that, but then again that's usually a time where I'm not buying anything. It's where I'm just walking, I'm tagging along with her. (Jean)

As alluded to by Shannon and Jean, solo/social recreational shoppers enjoyed shopping for clothing with a companion when they were window shopping. In this situation, informants were not planning to make a clothing purchase so shopping took on a more carefree, relaxed air. Informants went shopping to browse through stores to see what they could find, fill free time, and socialize. Although they might make a clothing purchase that did not seem to be the objective as it was in the cases of mission shopping and mood shopping. While window shopping with a companion, informants indicated that they might play the role of confidante, advisor, and helper.

If I'm just leisurely shopping, I don't mind being with another person. . . . Um, usually I, I'll look through and she'll (Nancy) pick out all these clothes and go try them on, and I end up being the, you know, the critique person to tell her how

something looks. And that's fine. I don't mind. . . . And that was an all day thing for us. But it was, it was kind of socialization. I really enjoyed just, I don't know. For Nancy, the girl that went with me, a woman, it was kind of relaxing in a way. And it was fun. It was like we were kids again. You know, you're trying on different things and, and you're like posing and jumping all around in the dressing room. And you're laughing and stuff. And we, we, we were like ten year old kids or something. And, and you'd pull out stuff and you'd start giggling about, wow, look at this. And, I mean, the same thing, when a real good friend of mine, I went out with her to look for a dress for her stepdaughter's wedding. And we looked and looked, and after a while you get kind of punchy, and you just start pulling out this god awful stuff that you wouldn't put on your dog, you know. It was like, here this is it! Wear this one, you know. But it was fun. And another place that I go for shopping, and I really just started getting into this was consignment shops. And my girlfriend, Nancy, goes all the time. And she can always find stuff at consignment stores. I don't always find anything. And usually it's because I don't need, I just, I'm going with her. And I'm, and it's just to keep her company. It's not, or to give her an opinion on how something looks. Not because I need to buy something. (Jean)

I like to do that (window shopping). Like, if you don't have anything better to do. You know, with a bunch of people you go out and just walk the mall and talk and look at the people and look at the clothes and maybe even try stuff on. . . . I usually don't go window shopping by myself unless I'm really bored. It's more of a social thing I think if you go window shopping with a bunch of friends or somebody. You know, you stop and get ice cream and look around, you know. Or you go with family and get coffee or something like that. . . . If, if you're with friends and stuff and you're making it fun. By yourself it's not fun to window shop really. I mean, maybe if you're in that kind of mood, but I wouldn't think that that's very common to just walk around that much by yourself. If you're with friends it's a different kind of fun. I mean, it's, it's like you're having fun socially. . . . But it's fun to have a friend along if you're not too serious and you have all day to kind of make a day of it and stuff. It can be fun. (Shannon)

I'll look for things for them (friends). Or watch their children while they're shopping. Because usually it's to help them. Um, occasionally I'll see something. But I usually don't go with, with, you know, the intention of buying anything for myself. . . . You know, I'm tagging along with someone else. Or they want your opinion so I'll go with them and give them a hand. (Pat)

Christine enjoyed going window shopping with her roommates and boyfriend to

fill free time.

Um, for example, if you go with girlfriends, it's really fun. You could spend almost the whole day shopping and not like. Um, it, it depends. Um, like, for

example, my roommates and I go out shopping and it's fun because you can go in and like, you can just like pick stuff up and try it on. And you're like, you can get someone else's opinion. . . . Or if I'm looking for like company or something, I like to be with my girlfriends because then we can like go around, fool around while we're trying on stuff. Um, sometimes just for something to do we go out and look in the mall, my boyfriend and I. Like during the day or something like that. (Christine)

Mary enjoyed going window shopping with a number of different people. Each companion helped create a different type of shopping trip.

And she (her sister) loves to shop too. I mean, the same way. My sister goes at her, her own pace. And when we shop, we shop the same way. We like the same stores. And when I go with a friend or Brian (her boyfriend) it's different because they, you know, have a different style of shopping and the different stores. . . . It's just, you know, different. You know, everything's different. Going with different people. The different day at the mall, you know. So, with my sister, we both wear the same things. And she'll say, oh, I like this. And she'll look at it for herself. And I'll be like, ooh, I want to try it on too, you know. So, it's fun like that. And when you're with your girlfriend, you know. You know, with, you have different hair color, different color eyes, different, you know, height. Everything, you know, it'll look different on the girlfriend. Whereas, my sister and I we pretty much look good in the same things. And so, if she likes something then I know I'm going to like it too. Just because it'll look the same on me. Close to the same. But um, that's really it. That's why. So, that's why, you know, it's different when I go with my sister and when I'm with my friends or when I go with my boyfriend. (Mary)

Shopping with her friends exposed Mary to new stores and merchandise.

That's why I like it too because they look at different things and, you know, make me want to look at something I wouldn't have looked at. Yeah. Kind of like, um, you know, going into, um, I think it's, I'm, I know it's not Athlete's Foot. But it's one of those athletic stores on the other side of the mall. I can't think of the name of it. But, like one of my girlfriends, she loves to go in there and look at everything. And, so I'll look at, you know, a lot of the, you know, the college teams. And, you know, sports and stuff. Different shirts, different shorts, you know. Stuff for a workout. Different things, so. Stuff I wouldn't normally look at. And that's, that's one of the examples. Um, I never used to go upstairs to look at, you know, all the bedroom, the bathroom things. I will just go occasionally and buy things. But now, I do because my girlfriend, Shane, she loves to do that. So, we used to go to the mall quite often. Um, that's why I started doing that because I, I liked it. (Mary)

Mary's boyfriend was her favorite shopping companion.

Yeah. Like, I love to shop with him (her boyfriend) because we, you know, we're looking for both of us, you know. You know, I love him. And so, I want to get things for him and look for him. I'm not being selfish and say, well, I want to look here. So, we have a good time because I, I want to shop for him and he wants to shop for me. And we have fun because. And we're always together. We don't, you know, he doesn't go and sit down while I'm looking at clothes or anything like that. He likes to come with me and help pick things out. (Mary)

Mother/daughter shopping relationships

A possible explanation for the different perspectives informants had about shopping with a companion emerged from their comments about shopping for clothing with their mothers. Solo recreational shoppers did not have a strong shopping relationship with their mothers while they were growing up or at the present time. On the other hand, the majority of social and solo/social recreational shoppers had positive experiences shopping for clothing with their mothers when they were younger and even after leaving home continued to shop with their mothers when the opportunity presented itself.

Solo recreational shoppers. Looking first at solo recreational shoppers shopping relationships with their mothers, when Lecresia was younger she did not go shopping very often with her mother due to her mother's need based approach to shopping, limited financial resources, and safety concerns.

Now my, now my Mom is the type of person, she only goes shopping basically when she has to, you know. When she needs something to wear and then she'll go and she'll look for that. And if she doesn't find it in, oh, say, three or four hours then she's done for that day, you know. She's not going to make a whole day out of it and go and eat lunch in the mall and stuff like that. . . . Because she's not one, she's not a shopper. She's not really a shopper. . . . But I didn't do it (clothes shopping) as much as I do now because, you know, I didn't have a job. And it was up to my Mom to go shopping. And she wasn't one, like I said, to just be going shopping or even to give me money to just go shopping because she had

bills to pay and stuff like that. So, basically when I was, you know, when my Mom was, um, shopping for me. When she was shopping for me, I would only, I would only get new stuff on special occasions. Like if, at the beginning of the school year, you know or something like that. . . . And, um, also like when I, um, I basically grew up in, you know, in Miami. And, um, a lot of the, a lot of times, you know, we, we, my Mom and I, we chose not to go out shopping a lot of times basically because things weren't safe, you know. It's, it's very rough down there. And it's like, if you, if you aren't worried about someone snatching your purse you gotta worry about your car in the parking lot. That's someone's trying to rip it off. (Lecresia)

When Cametra was growing up she did not enjoy going shopping with her mother since she did not have the freedom to choose the clothing she wanted to wear. Now Cametra, who does not live at home, rarely goes shopping with her mother since their shopping styles are not compatible.

Now, the only thing is, my mother, you know, everybody's mother shops for them. But it took her awhile to find a style of clothing that I, that I, I like. You know, she's still trying to dress me how she likes to see me look. . . . Mmm, not often (go shopping with mother). Um, I did when I was younger because she was dressing me as she wanted to see me. So, um, no, once I've gotten older and moved out of the house I won't shop with her because she'll take all day. You know, my mother will leave at 8:00 in the morning. I'm like, the stores don't even open until 10. I don't know where you're going at 8:00. And not come home until 11:30. And I'm like, the stores close at 9. Where were you for the last two hours? You know, so. I don't know how she does it, but I usually don't shop with her. (Cametra)

Sabrina also does not enjoy shopping with her mother because of the pressure she still gets from her mother to wear clothing her mother likes.

Occasionally. Mmm, mmm. Occasionally and it's a different experience (going shopping with her mother). When you go shopping with your parents you're still that 16 and 17 year old kid. So you have to kind of play the role and, well, you know, I don't really like that Mom. Well, you know, well, try it on anyway. But I don't like it. Try it on. Don't you think that will look nice on my daughter? So, it's a few and far between times (going shopping with her mother) that the situation like I was mentioning with the, um, if an outfit that she thinks will look nice on me. Oh, come on over, we'll go together. You know. . . . I enjoy it (clothes shopping) now because as a child when someone else is paying for something you have a tendency to wear it because they bought it. And, you

know, but now I don't feel that way, you know. And she, she has a pretty good feel of what I'm going to like. And she might try to push me into buying an outfit and if I give in, you know, eventually, I'm going to take it back. So I, I'm stronger now. (Sabrina)

Social Recreational Shoppers. The next three excerpts illustrate

mother/daughter shopping relationships among social recreational shoppers. For each case, during her formative years, the informant regularly shopped with her mother and the relationship remains strong even though they make fewer shopping trips together since the informant is now on her own. As they were growing up, these informants' mothers served as powerful socializing agents (Moore-Shay and Lutz 1988) indoctrinating them into the culture of recreational shopping.

Yes. She (her mother) very much does (enjoys shopping). Um, she likes shoes. That's her thing. Shoes. So. But, you know, you could spend an afternoon looking for belts, if you've got to, you know. She doesn't care. . . . Yeah, she's a saler too. She really likes to do sales too. Um, she doesn't like paying full price. It doesn't bother me as much. But it's nice when you come across something worth buying on sale. But she likes the sales. She likes those a lot. She likes them. . . . Yeah, we would go to New York. Just the two of us and be with them (her relatives). And she'd shop. We'd shop. We'd make killings. It's genetically programmed, I think. (Jen)

If she wants to go to the store for one quick thing, I do not mind going with her. I do not mind taking her. I love spending time with my Mom. So, you know, I'm a very family oriented, oriented person. So, if she wants to just go in. Get the one thing she needs. Get it and go. I have no problem with that. . . . I think my Mom's the best at picking out clothes for me. She's just, she knows what gets me, you know. . . . But it's, me and my Mom can not go shopping without getting anything for ourselves because we share clothes. So, we, it's just impossible. . . . It's, I don't know why. It's just we can not walk by a store and like. Well, we'll go in and say, well, let's just look. And we will undoubtedly find something that we love. I'll be like, ok. Well, let's get this. You know, always. It never fails. (Ian)

Yeah. She's, she's (her mother) a good shopper. . . . She's got a good eye. She's a, um, she's a very good dresser. She knows how to make things match and that kind of thing. So she's really good. I wonder if I inherited that from her. . . . Yeah. I guess it's (going shopping with mother) a chance to talk. We don't really

talk that much. My mother's not really an open person. So sometimes when we go to shop and we don't just talk about what's going on in the store. We talk about school and, you know, life. . . . Not very often (go shopping with mother) because I don't get home, but every time I get home I do. That's just a thing that we do. I mean, I get home on Friday night, late. We get up early Saturday and we, you know, we go shopping. Spend about four hours and we usually get something to eat and come back home. It's usually a thing we do. . . . Yeah. Now that I'm away it's kind of a girl thing to do. Kind of like a girlfriend going out thing, you know. She's not really my mother when we go shopping. . . . My friend, you know like she tells me what, you know, she'll tell me what looks nice on me. What Bill would like. That's my boyfriend. Oh, he might not like that or. You know, she's got a really, um, hip taste. She's pretty, she's very young compared to my friends' mothers. She's very, you know, into to what's going on today. And she's always up to date. She knows what's, you know, what's in fashion. Always, you know, always is very, she wasn't, she was never one of those mothers that would say, oh, that's too short or that's too tight or, you know, I mean, I mean trampy. You see or, you know, all mothers. But, she was always pretty innovative compared to my other friends' mothers. You know, they're just pretty old, even now they're just like old people wearing those polyester things. My mother's pretty cool though when it comes to that. Clothes. You know. (LeTonya)

Solo/social recreational shoppers. Similar to the social recreational shoppers,

solo/social recreational shoppers have had positive long-term shopping relationships with their mothers.

Ah, yeah. Yeah. When I was little I used to go out with my Mom shopping a lot. Because, I guess, because she likes to shop too. So maybe it's something I just grew up around. I don't know. . . . Oh, yeah, when I get the chance to (go shopping with her mother). Like, um, if she comes up or something. I like to bring her around the stores around here (Orlando) because they're different from where I'm from. So, um, if there's a neat store that has something very different because she likes buying different stuff too. Then I like to bring her there. And I, I, I still kind of, I like to go clothes shopping with her. I know I can't really do it as much as I used to. Because, um, my mother and I are best friends. So, like when we're trying on stuff her opinion of it is like very highly valued. . . . Because she, she kind of likes the stuff like I shop for. And she likes spending for her own store too. She's my favorite. (Christine)

Jean's shopping relationship with her mother appears to have evolved over time from a potentially stressful situation when she was living at home to a pleasant and

cherished experience now that she is on her own. Despite the fact that they live in different parts of the U. S. and do not shop together as often as they did in the past, Jean and her mother now have a closer, more compatible shopping relationship. Jean credits the change in their shopping relationship to her mother being less critical about the clothes she buys, together with her own product interests and tastes becoming more similar to her mother's.

Usually, well she lives in Virginia. So, I don't see her that often, but I like shopping with my Mom. Because I like, not so much because she's going to buy me something, but I like seeing things that she likes. It gives me ideas. Um, and I just enjoy spending time with my Mom. Now my sisters both live, um, within 25 minutes from my Mom. And I think when they go shopping it's more stressful than when I go shopping with my Mom because they see each other all the time. And my Mom and I, we will look, but we spend a lot of time talking to each other. And where my sisters, they talk to her all the time. . . . And that's why I'm saying I think it's different (shopping with her mother now that Jean lives in Florida), my, my sisters are probably experiencing the same thing that I experienced when I lived in Virginia. Um, Mom knew exactly what I had, especially when I was living at home. And it was, well, why are you buying? You have a pair of blue pants. It was like what my husband does now. Well, you have, you have three pairs of blue pants at home. Why do you need another pair? You're just wasting your money. Um, where now, she doesn't know what I have or what I don't have. And, and, she does, she will offer more. She will say, oh, I really think that this, this would look nice on you. And I may tell her, oh, well, I already have something that color or similar to that. Oh, ok. And I think with my sisters, Mom because she does do the shopping where she's shopping for them. She does do, go out shopping where she's shopping for her and they're with her. And then they're pulling things like, oh look at this, oh, look at that. And she's like, I'm not looking for you today. I'm looking for me. And so, when she and I are together she wants to do a lot of looking for me and I want to do a lot of looking for her. So it's like, we keep pulling out each other's clothes. It's like, oh, look at this Mom. This would look really good on you. And she's like, oh this would look really good on you. And um, and it's like we're trying to please each other in a way. Um, and trying not be selfish or something. Um, as I've gotten older my Mom and I would do more, you do more talking, um, sit down and, and have something to eat and you talk more. Um, and I guess now I'm at an age and I'm doing things where I appreciate more things that she's looking for. You know, when I was younger, it was just clothes shopping. Then as I got a little bit older and, and moved out of my first, the first time I moved out before I went back to graduate school, it was looking for household items, dishes and

stuff. And Mom really enjoyed doing stuff like that. And now it's, um, our tastes are a lot alike. So it's picking out, you know, um, oh, this would really look nice in the kitchen or this would really look nice in this room or, or that room. As opposed to clothes. As, as opposed to things for me, it's things for my house. And that's what, for the longest time Mom's been doing more house shopping. And she would buy things for her house as opposed to clothes. So we kind of relate more on that level. (Jean)

Mary does not go shopping as often with her mother since she moved away from home. She seemed to miss that part of her relationship with her mother.

Yeah. Yeah, we would, you know, quite, probably once a month (when Mary was living at home). She would, yeah, like, she would buy me something once a month. So, that's how it was. And that was good, you know. A day that we could spend together and it would pretty much just being alone with me. And my sister, like she, you know, would go with my Mom one day. Because I was always with my sister. We've always been real close. So, it's not like we ever fight and not want to go to the mall together with my Mom. But it's just the way it was. You now, like, I'll go with my Mom. Go there a day, so. . . . I haven't lately (gone shopping with her mother) because when I go home we usually, we go home and we're spending time with family. We don't go to shop. Um, like we'll go out to dinner, you know. Stuff like that. But we don't go to the mall that often. Like, the last time I went with my Mom was probably for Christmas. Or my sister's birthday, actually, in March. And then before that it was Christmas. So, really if there's a reason to go I'll go with my Mom because I'm, you know, two hours away. Because they live in Sarasota. So, it's far away. So, I don't go as much with her anymore because I'm not there. You know. (Mary)

Shannon enjoyed shopping with her mother if they went window shopping, but not on a mission shopping trip. This view is consistent with Shannon's solo/social shopping style that she attributed to her mother in a previous excerpt in this section of Chapter 6. Like Shannon, Shannon's mother preferred to shop alone when she was mission shopping.

My Mom's fun to shop with. But, I don't know, if we're window shopping. She's not as fun as, I guess, I mean when I'm shopping seriously. Because usually when I'm shopping like really seriously I want to be by myself. But, my Mom sometimes will suggest too many things or kind of bug me, you know. Or be like, I, and one thing is her, sometimes she's too honest. She'll, you know, that doesn't look very good. Instead of being nice about it. And I'm just like, Mom.

You know, I don't need that. You know, I know what it looks like. Just keep your mouth shut. Especially because it's your Mom you just like, I don't know. So she's not, I mean she's fun to go socially shopping with, you know. Just kind of look around. Have a good time. I mean, we'll go and we'll have lunch and make a day and just kind of look around. And the good thing about shopping with my Mom is if I find something that really looks good and she really likes it, she might buy it for me. So that's, that's good. (Shannon)

The last statement by Shannon reveals a selfish and economic motive for shopping with her mother, i.e., having a desired item bought for her by her mother.

Mary expressed similar sentiments when describing shopping with her mother.

I like going with my Mom to the mall, you know, because you really don't have to worry about prices. And you just, you know, say, well, let's go get some ice cream, you know. And not have to worry about spending a couple of dollars. Or, you know, go grab something for lunch or something like that, you know. So, it was a lot of fun. (Mary)

Negative cases. Two informants, one social recreational shopper and one solo/social recreational shopper, did not have strong shopping relationships with their mothers and disliked shopping with them. Nevertheless, they still periodically went shopping with their mothers since, on occasion, their mothers would still buy them clothing, for example at the beginning of the school year.

When Michelle was living at home she did not enjoy shopping for clothing with her mother since her mother tried to influence her clothing choices. Their relationship has not changed over time and now that Michelle is at school she bears shopping with her mother out of need.

And I don't really have too much money to shop right now. That's why I go with my Mom. Money source. . . . No. I used to hate it (shopping with her mother) when I was younger. Because my Mom would always try to help me, oh, you like this. No. And I'm very picky about my clothes. I guess that's another reason why it's better that I, she doesn't come along. Because she always, oh, well this is great. This is really cute. No, I don't want it. And then she would get irritated.

I'd get irritated because she was trying to force clothes on me. And I, you know, it used to be terrible. I didn't enjoy that at all. (Michelle)

Jennifer does not enjoy shopping with her mother since their shopping styles are incompatible, but similar to Michelle, she goes shopping with her mother with the anticipation that her mother will buy clothing for her.

Yeah. All the time (went shopping with her mother when she was growing up). She says she doesn't like to shop anymore. . . . She's like, I used to be like you. I used to love to shop and that's all I would do all day. But um, she doesn't like to do it that much anymore. . . . My Mom, no (not a good person to go shopping with). . . . She's good some of the times, but she gets tired so easily. We went to TJ Maxx yesterday and she wanted to go to Barnes & Noble. I'm like, Mom, go their first. I want to go there too. I'll meet you there. She's like, no, I'll go here first. We went to TJ Maxx and about ten minutes later she was done with the entire store and I was still looking through the summer dresses or something. She's like, we really have to go now. I'm like, Mom, I hate shopping with you. You want to leave as soon as we get here. You know I like to take my time. And I expect her to buy something for me when I go with her. She winds up not spending money on me and I get upset. (Jennifer)

For both Michelle and Jennifer, having products purchased for them outweighs the loss of perceived freedom that occurs when they shop with their mothers.

Research Question 6

While the survey data suggested that recreational shoppers value the presence of a salesperson when they are shopping for clothing, for such benefits as conversation, being waited on, and being known on a first-name basis, a different picture emerged from the qualitative data. Most informants wanted to minimize their interaction with salespeople and did not need much attention and help while they were shopping. They were more concerned with salespeople interfering with their shopping experiences than with granting salespeople a significant role in their shopping activity. Informants did indicate that occasionally salespeople might be needed to facilitate the shopping process. The

divergent results from the survey and interview data suggests that additional research is necessary to understand the relationship between recreational shoppers and salespeople.

Nevertheless, the present research shows that recreational shoppers have very clear ideas regarding the way salespeople should conduct themselves in a store.

Throughout the interviews, informants expressed common complaints and expectations about salespeople.

Complaints about salespeople

Recreational shoppers had two major concerns about retail store salespeople. They disliked salespeople who were pushy and followed them around the store while they shopped. Pushy and badgering salespeople created an uncomfortable and dissatisfying experience for recreational shoppers since they impinged upon recreational shoppers freedom to roam around the store, browse, and make purchase decisions.

But if there's nice people helping you and stuff that's always good. You don't want pushy people. Sometimes they're all pushy trying to make you, shoving everything in there, try this on. (Shannon)

They always tend to push you into more, oh, oh, doesn't this look good. You know. . . . No. If I had liked it I would have picked it out. Oh, well, well, what about this. You know. It's in your size and everything. . . . I can't wait to get out of that store if they're real pushy, you know. You know, I'll let you know when I want to buy something or try something on. Oh, can I help you. You know, I just, I tend to want to get out of stores that are, that are very pushy, you know. I guess it's been enough. (Michelle)

But here in Orlando (at Wet Seal), they kind of bother me. They just follow you around. And like one person will be taking care of you, and like I was there a month ago and two other salespeople, I guess they couldn't tell I was being helped already. And they were like, oh, have you seen this? This goes with this. And I'm like, yes, I have. Thank you. Are you being helped? Yes, I am. Well, do you want me to go ahead and put this in your room for you? No, thank you. I'm already being helped. You know, I mean, sometimes when I shop I don't want to be bothered. I just want to do my own thing and, um, get out of there. (Jennifer)

The only thing that bothers me there (The Gap and Contempo) is when like salespeople follow you around. And they're very insistent on you trying certain things on when that's what you might not be there looking for. And um, of course, you know, they're always trying to show you the, the top price item when you're really not interested in it. Um, as long as they like leave me alone. And I just tell them that I'm just browsing. And if I need them I'll go get them. (Christine)

Expectations of salespeople

Recreational shoppers expected salespeople to greet and acknowledge them when they entered a store or department. They appreciated salespeople who were friendly and non-intrusive. Once recreational shoppers were in a store they wanted salespeople to give them personal space so that they could freely move around the store browsing or seeking out a specific item. Even though they required their own space, recreational shoppers expected salespeople to be available to provide assistance when needed by staying within sight or earshot. For if they wanted help while shopping, recreational shoppers did not hesitate to ask for it.

They should like, of course, say hi and stuff. Because that's always nice. That makes you feel good when you come in the store. And not be so much like, can I help you? Can I help you? And like, when I'm up to the register. I understand that they work on commission, but not like, well, who, who picked this out for you? Or if they're all fighting to get the register to ring up your order. If they could just let, you know, like if there's anything I could help you with, just let me know. And, you know, let, let you, you know, browse around. And if you do have a question, then you go up and ask them. (Christine)

Well, I want, when I walk in I want them to, you know, to talk to me and be aware that I'm there, you know. Say, you know, hi, how are you doing or whatever. And they can tell since I, I used to work in a clothing store and I know that when somebody walks in you can tell if they want you to help them or not. Or then you can tell if they want you to leave them alone. I want them to be able to sense that. I mean, it's not hard. . . . And not, not show me anything unnecessary. Not try to fool me into buying more. You can tell when people are trying to fool you. Trying to push things on you and it just makes you want to leave the store. I've done that before. Right in the middle of trying stuff on just give it to them and leave. (Shannon)

I'm glad you asked me that question. I think a salesperson should greet you. I mean, I don't mind, I don't, I'm not saying, I don't want them not to say anything to me. Because I get offended when I go in the store and nobody says, can I help you? Either, but, and then I also get offended if before I can get in the store this person's like over me. Like, you know, can I help you? Do you need anything? I think the ideal salesperson for me would be a person that when I came in the store said, hello, how are you? I said, fine. And they say, if you need anything, just holler or whatever. And they go and sit in the corner. Do whatever they do. And leave me alone. And maybe, I wouldn't even mind if I picked something up and they said, oh, that just came in today. Or I just sold four of those, you know. And, and they, you know, and they looked nice or whatever. They're very functional, you know. You'd be surprised that this does this and that does that and it's got a zipper here. That I don't mind. But what I do mind, it's every two seconds coming over and saying, you know, can I help you? Is there something I can help you with? And just like, just that, that person, like just right there behind you, you know. Just kind of, just staring at you, following you. It's like, you, you're on one side and they're on the other side. And you move over here and you're on one side and they're on the other side. And that's like just the worst to me. It's like the worst shopping experience on earth. (LeTonya)

Um, well, I don't like people to be hounding me, you know. I like them to let me know that they're there if I have any questions or whatever. And I like them to be around. I don't like to have to run all around trying to find someone to help me if I have a question. But, you know, I don't need anybody trying to help me pick out, you know, something. Just let me know you're there and I, if I need I'll, I'll go tell you. (Lecresia)

Lecresia continued by discussing the salespeople at her favorite store, Stuart's, a dress shop.

Yes. Yes. Just, just like I like it. They don't, they aren't hounding you all the time. And they're, you know, they tell you their names. Well, I'm here for you if you have any questions. And they go on about their business. But they aren't too far away where you have to find them. So, yeah, they meet my expectations. (Lecresia)

Two other informants were also satisfied with the salespeople at their favorite stores.

But, um, I like the people in there (Limited Express). The girls are always real friendly. And they don't follow you around the store and try to, you know, they give you your space. Um, but yet, they are friendly. (Mary)

Well, they're very, um, you know, they'll come to you right (at Katos). When you walk in there's two people at the door. And, you know, they'll be like, how you doing? I'm ok. And then, you know, they really, they haven't followed me. Or, you know, there's maybe like five, five or six people all together in the store. There's two in the front kind of watching who comes in and out. And then the two guys are kind of, you know, roaming around the store fixing things up. And then there's two girls behind the counter. And they really don't follow you around or anything. You know, every once in awhile they'll be like are you finding everything ok. Yeah, I'm fine. Ok, you know, then they'll leave you alone. (Ian)

Negative case. Although some informants did indicate in their comments that sometimes they wanted salespeople to play a more significant role in their shopping experiences, there was only one informant who always wanted a salesperson to help while she was shopping for clothing. In fact, Sabrina desired a salesperson's assistance and company during her entire shopping process, from the moment she entered a store until "they ring you out," including the time she spent trying on clothing in the fitting room.

If it's a women, a store for heavy women, I expect her to be heavy. Pleasant. It will be really nice if she was there to help me through the process. . . . I go in a store and I tell, if she's, you know, can I help you? Yes, I'm looking for a red pantsuit. Um, preferably I need in a size, can you help me? I would expect her to go exactly to the rack, and you know, and pull out three or four. Well, let's try on these. That's what I'd call good quality in their personnel. Some stores you're going to have to scan and, or even, if I'm going to scan check on me periodically. You know, well, have you made up your mind? Is there something else I can help you with? Just don't leave me. You don't want to walk in the store and, oh, let's stand here. So, it's nice when you go to a store, well, and, how are you doing today? . . . Stay with me because they know what's in the store. And if I described it, like I said, they should immediately go directly to it. Or at least the color. . . . You know what I really expect when I'm in the dressing room? That she's looking out there for other outfits that I could try on. (Sabrina)

Salespeople's opinions

Another topic pertaining to salespeople that was discussed during the interviews was how recreational shoppers felt about salespeople commenting on the way clothing

looked on them when they were trying it on. Recreational shoppers did not trust salespeople's opinions since they felt that they were only trying to make a sale. This issue was not as critical to recreational shoppers as overly aggressive salespeople were since they were confident about their own judgment when trying on clothing. In addition, they could easily deal with unsolicited opinions by ignoring them, relying on the advice of a shopping companion, or avoiding salespeople all together by staying inside the fitting room when trying on their clothes.

Ah, sometimes, you know, it's nice when someone's along. Oh, do you think this is, you know, nice? Do you think it looks good on me? And that kind of deal. But the, you know, sometimes it's nice to have a second opinion because you can't trust the store clerk's opinion. Oh, yeah, that's great. Yeah. Let me, let me charge that for you. You know, everything looks good to them. So, you have to trust your own opinion. (Michelle)

No. No. I don't trust them for some reason. It's, it's like when you're in the changing room and they're like, ah, you need any help in there? Because like, when I try something on I take a long time to like look at every little detail of how it fits me. And, I guess they feel like you should just zoom in there, throw it on, if, if you can get it on your body then it fits. And then you zoom back out. And when they're always bothering me when I'm in the, in the dressing room, I understand, you know, they're worried about shop lifting and stuff like that. But um, you know, and then you come out and they're like, oh, how'd you do? And I'm like, ah, just fine, you know. I just, that's because I'm, I'm kind of a very modest person and I don't run over and just like, hey, how do I look in this? It's not me. I only like people that I trust. For their opinions and stuff like that. (Christine)

Oh, a friend is, weighs much more. I think my Mom and my sister's opinions weigh the most. You know, because they're probably the closest two people to me. They're, they're like my best friends. Um, then next are like, my close friends. But salespeople . . . I don't ask them just because I don't know. I just don't see any importance in their opinion. You know, they're, they're going to tell me it looks good usually most of the time because they want to sell it. (Ian)

You can never tell if they're lying or not though. Especially if they get that, I don't know, it looks good. You're like, yeah right. You want them to be honest with you. I mean, I like to hear them say, oh my gosh that looks awesome on you. I've never seen anybody look so good in that. But yet, I also want them to say,

you know, those kind of pants probably aren't the best for you. Here, let me show you another pair. . . . I think they should be honest with you. (Shannon)

Negative case. Unlike the other informants, Sabrina, who wanted to be helped throughout her entire shopping experience, relied more on a salesperson's opinions about clothing she was trying on than her own feelings or the advice of shopping companions and other shoppers in the store.

And you might ask, well, what do you think? Does this look nice on me? Or, or women will always, if you don't even know the person, gosh, that looks really sharp on you. You should get that outfit. And that helps. Positive reinforcement helps. And also be honest, you know. If it doesn't look right, tell me, you know. We really don't need to get that, you know. Why don't you try another size on? Or another color, or? . . . It doesn't matter. If I'm shopping alone, I will ask someone that might be in the mirror next to me. Or the person, the attendant that works there. I might say, what do you think about this outfit? If I'm with friends I just get a general consensus. Well, what do you guys think about this? . . . You know, you might think that you, you would, but I don't. I put more on the person, the attendant. The person that's working in the store. And it's bad because I know that they want to sell the outfit. But I feel like, well, they've seen people try on things all day. In the back of your mind, you're like, they would tell me if it doesn't look right. Or, you know, if I tried this other size it would look much better. Or just don't get it, no. And there's a few departments where some attendants will say, no, why don't you try this one rather than that? There's a nice way you could say it. (Sabrina)

Salespeople's knowledge

A number of informants also indicated that it was important for salespeople to be knowledgeable about the merchandise in the store and their customers.

Really, I expect the salesperson to leave me alone. I would rather have someone, I mean unless you're going to be really really helpful. And to me being helpful is, if I ask you, excuse me, do you have this in another size? You say, well, no, we're out of that. Or maybe, let me check the other store. You know, maybe they have the same item in another size. Then, you know, is this your size? Or, you know, if I ask you, where's the dressing room? Different questions that you, you may not know by going to different department stores. Um, I, I had a bad experience at Gayfers here. . . . Um, I went in and I was looking for a suit. Sometimes I will ask a salesperson to help me. You know your store better than I do. Um, I'm looking for a red suit. You know, kind of high material quality.

Not, you know, just some flimsy stuff. I don't want just a polyester suit. I want a nice suit. You know, but I said, I want it in this price range. . . . So, it, the salesperson was just like, well, I don't think I have any of that. You can look over here. You know, and point out a big general area. Look, I don't have all day to spend here and just look through all this to find what I want, you know. And I, it was like, well, where's the dressing room. And she, oh, it's over there. Oh, thanks a lot. You know, that really helped me. I can go over there and look myself, you know. If you don't, if you can't take the time to really help me and show me where these things are. Then, you know, why should I shop at your store? You're supposed to be here to help me and you're not. I'm fending for myself, so. (Cametra)

I guess I'm from the old school. I like courtesy. I don't like to pushed. . . . I'd prefer if they would just, you know, welcome me to the store which they do at The Gap and at Chico's. They're very customer oriented. Um, they try to find sizes for you. Um, it's more, more to the, the way it used to be when you'd go shopping. That you would go in. Um, people would pretty much know you because you would go to the same place over and over. And, they would even start, the buyers would know the kinds of clothing that certain customers would like. Um, and I get that kind of a feel because The Gap is geared to certain types of people in their clothing and to certain types of activities. So I get that feeling in those stores. Um, usually, they don't push things on you. If something doesn't look good, they'll tell you it doesn't look good. Instead of talking you into it. Um, and I appreciate the honesty. Ah, also they are quick to point out things that are on sale. Um, and at Chico's they know me in there. And so, they also send you cards when they're having a sale. Or a, the other place I like and it is in a mall, but they closed, was Unit. And they will call you on the phone and tell you what sales. Or send you a newsletter or a flyer or something, you know. I like that. (Pat)

August Max is excellent. . . . They're top quality. August Max is the best. Just like the, accommodating in their, they are it. And I've gotten spoiled. I like it and their women are heavy. . . . The women that work there almost seem like large Southern belle like, you know. They're just, I don't know. They're just different. They're happy. They all have their hair done perfectly. And it looks like they wear some of the clothes that are in the store. They're just different. Maybe almost the attitude, you know they have to work or they wouldn't be there. But they have the attitude, I just love to shop and I just want to help you, you know. I want you to feel like I feel. I don't know if they go through, a kind of intense training. I don't know. But they're very good at what they do. . . . Um, when I was shopping regular they knew me by face, you know. When I'd walk in, well, how are you doing? You know, what do you want today? That was nice. (Sabrina)

Although, as indicated in the preceding excerpts, some recreational shoppers seemed to appreciate being recognized by salespeople at stores they patronized regularly, there was not a desire on their part to form personal relationships with the salespeople as occurs in the case of lonely consumers (Forman and Sriram 1991) and compulsive buyers (O'Guinn and Faber 1989). Unlike lonely consumers and compulsive buyers, recreational shoppers appear to have strong relationships outside the retail environment with family members, friends, or significant others. Hence, they do not need to rely on interacting with salespeople to receive positive attention, emotional nutrition, enhanced self-esteem, and social support.

Discrimination in retail stores

The last finding that emerged from the interviews was that a number of minority shoppers had gone through the unpleasant and upsetting experience of feeling that they were being singled out as potential shoplifters in a store because of their race or ethnic background. Informants felt that they were targeted when they were followed and closely watched by salespeople and noticed that white shoppers were not receiving the same treatment.

When you go in the store and if you're by yourself then the salespeople really, I don't like the salespeople bothering me. I don't like them, don't, don't, unless I ask you. Don't bother me. I'm usually really pretty mean to them. I'm just prepared for them. Because I think, I have my guard up. I think, no. I'm not going to steal your stuff. Get away from me, you know. Even if maybe that's not what their intentions are, it's just I, I've just gone through that crap so much. (LeTonya)

Um, when the Katos was over by our house there was another store next to it called, um, Simply Six. And, um, the people there just did not like me. I would go in there and they would just watch me. Every step I took through the store they would have to, I mean, know exactly, the lady, the, the tenant just followed me around the whole store. And after like and we used to go there a lot because the, I think they opened it around Christmas. So, we were doing a lot of our

Christmas shopping. And I was in there maybe three times that week. And, um, I finally turned around and I said to the lady, I said, do you have a problem with me? And she says, no. We just have to make sure that, you know, you're not taking anything. And I said, well, nobody else is being followed and there were three other people in the store. And I noticed they were all white. And I, I'm Spanish. And I don't have a Spanish accent even though I was born in Puerto Rico. And, um, I've never been, you know, like discriminated against. That was the first time and it really, it just ticked me off really. You know, I was like, well, I said, I really don't need this. You know, I can find all this stuff in other stores and these same basic prices. So, if you want to follow me, if you want to follow someone around, follow somebody else around because. And I left the stuff there and I left. (Ian)

Don't, and I experience this more maybe because I'm African American. When I walk in the store don't assume that I'm going to steal from you, you know. If I carry a big purse at least try to camouflage, you know, that, that you think she's going to steal from me. Don't follow me. You do everything but approach me. If you're concerned about it, why don't you try to help me look for something? And then, you can tell whether or not I'm going to steal from you. Don't stand here. Or if I move, then you move over there. That's ridiculous. . . . You know, judge people individually. And I've had experiences where it's been, you know, the spying and the looking, carrying on. And you've approached the person, well, no, no, no. I'm not watching you. And then you kind of look around and they don't do the same for the whites. (Sabrina)

These experiences were angrily described by informants and seemed to have left an indelible mark on their persona, as they have become wary of retail store salespeople's advances and intentions.

A Priori Theme 2

The analysis of the interview data did suggest that even though all the informants enjoyed shopping for clothing there were differences in informants' level of involvement in shopping for clothing. As seen in the interview excerpts throughout this chapter, some informants considered shopping to be a hobby (e.g., Christine), indicated it was one their favorite activities (e.g., Mary), were enamored with the process, i.e., I love to shop (e.g., Jennifer), or just seemed to spend a significant amount of time thinking about or going

shopping (e.g., Jean). Moreover, while the interviews were being conducted some informants spoke about shopping in such a highly enthusiastic manner (e.g., Christine, Jean, LeTonya, Mary, and Shannon) that one could surmise that they had a high level of involvement in and passion for the activity.

Despite the differences in shopping involvement among informants, the analysis of the interview data did not indicate that their level of shopping involvement influenced the nature and personal meaning of their shopping experiences. Independent of their level of shopping involvement, as subjectively determined by the researcher, there was consensus among informants that shopping for clothing was a leisure activity, there were different types of clothes shopping (i.e., mission shopping, window shopping, and mood shopping), shopping for clothing was intrinsically satisfying, provided feelings of mastery, could be spontaneous in nature, and encouraged participants to fantasize. Hence, A Priori Theme 2 was not backed by the interview data.

Although the personal meaning that informants realized from and ascribed to shopping for clothing was similar, their different levels of involvement may influence the importance of shopping for clothing to their self-concepts (Laurent and Kapferer 1985; Richins and Bloch 1986). Those informants with a high level of involvement in shopping for clothing appear to have enduring involvement with the activity, whereas those with a low level of involvement seem to experience situational involvement for shopping for clothing. Thus, both groups of informants may seem to view shopping for clothing from the same point of view, but for high involvement recreational shoppers the personal meaning attained from and attributed to shopping for clothing is enduring in nature and

important for their self-concepts whereas for low involvement recreational shopping these meanings are temporal in nature.

The data analysis did uncover a group of informants who appear to have incorporated shopping for clothing into their self-concepts, thus, exhibit enduring involvement with shopping for clothing. This issue will be explained in more detail during the discussion of A Priori Theme 5, later in this chapter.

Research Question 7

In light of the lack of support for A Priori Theme 2, the interview data did not reveal differences among informants in the meaning and importance of the leisure dimensions they experienced while shopping. As indicated above, the informants concurred that not only was shopping for clothing intrinsically satisfying to them, but it also gave them feelings of mastery and spontaneity as well as provoking fantasy behavior.

Although the interview data was not fruitful for answering Research Question 7, as discussed in Chapter 5, the survey data did indicate that high involvement recreational shoppers realized significantly higher levels of intrinsic satisfaction, mastery, and spontaneity from shopping for clothing than low involvement recreational shoppers did. Thus, the level of involvement in recreational shopping does appear to influence the nature and importance of the leisure dimensions experienced while shopping for clothing, i.e., there is a progression of meaning and evolution of motives for highly involved leisure participants (McIntyre 1989; Celsi et al. 1993).

A Priori Theme 3

The preceding assumption that high involvement recreational shoppers experience enduring involvement with shopping for clothing, together with the evidence that at higher levels of involvement recreational shoppers incorporate shopping for clothing into their self-concepts provide support for A Priori Theme 3. High involvement recreational shoppers shop for clothing on an ongoing basis not only because of their interest in and enjoyment from the activity, but also because it is a means of self-expression and central to their lifestyles.

A Priori Theme 4

Support for A Priori Theme 4 follows from the preceding discussion of A Priori Themes 2 and 3. Although the qualitative data indicated that low involvement recreational shoppers derive similar meanings from shopping for clothing as high involvement recreational shoppers, it is presumed that low involvement recreational shoppers have only situational involvement with shopping for clothing. Therefore, they shop for clothing on an intermittent basis primarily because of their interest in and the enjoyment they expect to receive from a particular shopping trip.

A Priori Theme 5

The qualitative data provided evidence that some recreational shoppers incorporate shopping into their self-concepts as a recreational shopper identity. During the course of the interviews, a group of informants, who based on their comments seemed to have a high level of involvement in and commitment to shopping for clothing, defined (identified) themselves as a particular type of shopper by referring to themselves with a descriptive shopper label (e.g., bargain shopper, competitive shopper, or value shopper).

These labels which usually were exclaimed early in the interviews, without prompting by the interviewer, were indicative of their high level of involvement, enthusiasm, and passion for shopping for clothing, in addition to representing a salient leisure identity (Shamir 1992). In essence, shopping for clothing was part of these informants' extended self (Belk 1988).

And um, when I go clothes shopping, I'm a very competitive shopper. I just like looking for the best bargains. And I'm very particular. I could spend like two or three hours in one store and like leave there without anything in my hands because I'm kind of fussy when I, when I choose something. . . . I consider that a hobby almost. Um, when I, when I go out shopping, I do it for recreation. Um, I like to go to all different shops. It's not just like if I, if I need to buy something. I just like to go and look at the different clothes. And I like to find something different and not just like what everybody's wearing at the same time and it's uniform. Um, I get, I remember when I was in high school my parents brought me clothes shopping. We'd go to the mall at 9:00 in the morning and we wouldn't leave until they closed because I would constantly run back and forth to the different stores, comparing the prices to see what I could get for the money at the cheapest price, you know. But, you know, at reasonably good quality so they'd last. (Christine)

So I am really now more of a value shopper. . . . The, I, I don't go to the name brand stores anymore. I used to. I used to all the time. That was, and my mother still does and I grew up like that. That you go to, in Virginia it was Thalheimers, Miller & Rhodes, Hecht. You would go to those very, stores like, um, like Dillards or Burdines here. And you, that's where we did all of our shopping. And now I find that I go more to um, Ross or Steinmart. Um, I even picked out a couple of outfits at like Wal Mart that I, that I thought, I looked at them and they were very nice. And I know how to sew so I, you can check the quality. And they were very good quality. (Jean)

Oh, man. I am a bargain shopping queen. I, I have this thing. I call it a, the \$10 rule. If I really, I will try to get, I don't know why. I go in the store and I think that price tag is for the other people. I go and try to bargain with the people. I, I think, I don't pay a lot of money for, I don't ever pay a lot. I've never bought anything that I think maybe I paid, if, if I paid \$30 for it, it was a, it was a really awesome outfit. Probably silk. I was going somewhere really, you know, fancy that I needed. Normally, I don't, I mean, I try to get things for under \$10. If it's, if I paid 10, 10 to \$12 for it, it's like a really awesome thing. My friends are usually pretty surprised about what I can find, you know. For instance, I would spend \$60 and come back with two bags of stuff. And if you spend \$60 and come

back to go to the dorm and, you know, everybody's comparing. Everybody's always, number one has come back with a hat, a belt, and a shirt or something. (LeTonya)

Slowly went through the front of the store, but a mainly concentrated on getting to the back of the store and seeing what I can save and, um, I'm like a major bargain hunter. I mean, my Mom yells at me because I cut out coupons still. And a, I roll coins. I mean, I wouldn't say I'm cheap or anything because I like to spend money on other people and. But a, I just like to save and get the best deal, the best bargain. But definitely, when I see a sale rack or, um, I don't know I just try to get the best deal on everything. . . . I got to go. It's like I have to beat everybody to the store so I can get what I want first. Not greedy, but. . . . Because, um, compared to my other friends I'm definitely shopping three times more than they are. I don't know if it's because they spend more time on campus because they're closer to campus and I'm right by the mall or just because I enjoy shopping a lot more than they do. Because that's like one of my hobbies and they're interested in whatever else they are. (Jennifer)

And I have this thing, I mean, I've got, I'll have the same amount of money to spend to go shopping as my next door neighbor. My best friend. And um, she has to have, she'll buy like one thing with it because it's the in thing and it's real expensive. And I would rather spread it and buy, like six different things that aren't in but, still look great. You know, because I don't care how much they are. If something looks good, I don't care if it's in or if it's you know 100 bucks. So, I have more clothes. I have like a whole bunch of clothes that everybody thinks, oh my God, she has so many clothes. But really, I spend like a lot less. I mean I'm a bargain shopper. I bargain shop. I'm really into that. (Shannon)

The identity that these informants had bestowed upon themselves was being a bargain shopper. Throughout the interviews, they spoke enthusiastically and passionately not only about clothing and clothes shopping, but also about getting the best deal or value for their money. While the other informants were bargain shoppers too, the self-identified bargain shoppers seemed to be especially involved and committed to shopping for bargains as indicated by their avowed shopper identity. These informants had always enjoyed shopping for clothing and considered it to be one of their favorite activities. Shopping for clothing provided an opportunity for them to prove their mettle and they were proud of their shopping prowess. They enjoyed the process of shopping around,

comparing prices, looking for sales, and going to lower price and nontraditional retailers in search for the best deals. Their enthusiasm for and enduring involvement with shopping, together with their self avowed bargain shopper identities, seems to justify labeling these informants recreational shopping enthusiasts, i.e., the group of consumers proposed to exist at the high end of the recreational shopping continuum. (See Chapter 4.)

There was one informant, Mary, who did not specifically identify herself as a particular type of shopper, but given her comments and reported shopping experiences seemed to be a recreational shopping enthusiast. Looking at the excerpts from Mary's interview that have been included in this chapter, reveals that she is highly enthusiastic about and very involved in shopping for clothing and appears to have incorporated the activity into her self-concept.

Because that's the best reliever for me because, um, you know, I'm doing the thing that I love to do most... I think so. I think it is (shopping for clothing is her favorite activity to do). I can't think of anything that's, other than going out and partying, you know. Different type of fun, you know. But I would say, yeah. Different day things. The funnest day thing I like to do. Because at night I really like to go out with friends and, you know, drink. I like to drink beer, you know. So, that's, that's one of my other favorite things. Go out and dance. And when you're shopping you have all these things to think about. Because it ties into everything, you know. You have to buy a certain outfit for when you go out, you know. And when you're in school. For work. And that's. I think shopping is just fun because it ties into everything. You know, if you're going to be home, you know, all day long and you just want something real real casual to wear then, you know, you have to, even buy stuff for that. Or, you know, swimsuit season, you know. There's, it ties into everything. That's why I like it. . . . And then when I go shopping it's going to make me feel good because things are going to look good on me. . . . Yeah. It gets my mind off everything that has to do with daily stress or daily activities. (Mary)

A Priori Theme 6

In light of the support for A Priori Theme 5, A Priori Theme 6 was also supported by the interview data. The previously referred to recreational shopping enthusiasts

engaged in clothes shopping as a means of self-enhancement and self-identification. The process of shopping and acquisition of clothing appears to have been incorporated into their self-concepts and is a central part of their lives. Clearly, these informants define themselves in terms of being bargain shoppers and the act of shopping, not just buying and possessing clothing, is an extension of their selves. By having a salient leisure identity, they express and affirm their individual talents or capabilities, endow themselves with social recognition, and/or affirm their central values (Shamir 1992). Through shopping, they have become masters of their domain, i.e., the retail marketplace.

The support found for A Priori Themes 5 and 6 extends the concept of the extended self (Belk 1988) beyond having and consuming possessions to preacquisition processes as well. Similar to the way possessions take on special meaning and are incorporated into the self (Hoyer and MacInnis 1997), shopping also has symbolic value, mood-altering properties, and instrumental value for recreational shopping enthusiasts.

A Priori Theme 7

Earlier in this chapter, mood shopping was identified as one of the three types of shopping that recreational shoppers participate in. This finding substantiates A Priori Theme 7 since not only recreational shopping enthusiasts, but also recreational shoppers in general described going clothes shopping to alleviate unhappiness, depression, and stress. Of the six informants with salient recreational shopping identities, who were labeled recreational shopping enthusiasts, only Jean did not go mood shopping at this stage in her life. It was an activity she had engaged in before she was married and had settled into her current life.

You know, I used to go to the mall every week and just to waste time. Look in and out of every store. And that was until, let's see, I'm 33 now. I got married at 30. So that was, I can even think when I was 26, even later than that. I'd go to the mall just because it's a Saturday and what else is there to do. Go to the mall. It was, it was recreational. But know, well, when I went to graduate school, I quit my job and went to graduate school. So I didn't have the money to do that. And so I found that the best way for me to handle it was just not to go. And if you don't have the money coming in to spend, you don't see anything that you want. You're not tempted to charge it. (Jean)

As for the second part of A Priori Theme 7, i.e., recreational shopping enthusiasts engage in shopping as a means of bolstering positive self-feelings, the interview data revealed that that some recreational shopping enthusiasts, as well as recreational shoppers in general, ventured into the marketplace when charged with happiness or on an emotional high. These positive feelings were typically associated with achieving a personal goal and the resulting product acquisition served as a tangible reward for the accomplishment.

Yeah. Oh, I've done that (buy clothing to reward myself) lots. Like, I went on a diet one time and I was like if I lost 15 pounds then I can buy myself a new outfit. Because I feel like if I look better, you know, maybe I'll try something on and I'll think gosh, you look bad in that. You need to lose a couple of pounds. And then I'll tell myself. Ok, if you'll lose, if you'll baby sit once and get the money then lose, you know, ten pounds or something you can buy yourself something. You know, an outfit. I've done that lots because that will help you. I mean, if I, it will help me in school. It helps me in anything. Like, if I'm studying real hard for a test. If I can see that light at the end of the tunnel, something. You know, like ok, if I study tonight real hard for this test and make myself do it then I can buy myself, you know, a pair of shoes or something. (Shannon)

When I'm in a mood. When I, when I'm, when everything's done. Like, um, it's kind of like a reward thing. I will never go shopping when I'm stressed out, I've got four papers, and a test. My room's a wreck. My life's a mess. But I like to go shopping when it's sunny outside. My tests are behind me. My room is clean. I've just taken a shower. I don't know why. You know, I feel my freshest. I've just taken a shower. Hah, it's nice. It's, it's sunny. Not hot hot, but hot. It's hot, but not like unbearable heat. Um, because then the mall's cool, you know. But I like, it's, it's kind of like my reward, you know. That's how my roommates and I will reward ourselves after midterms. Like, oh, we're going shopping after this.

You know, after this week we're going to just blow a hole through the mall. Let's just go. So you feel like that. Having a reward. . . . Like I accomplished something. I usually either, I'll buy myself food or buy myself something nice. And then when I look at that, you know, I usually can look at whatever I bought even months later and say, oh, yeah, I bought that when I made that A on that test. You know, it always, something always symbolizes something. It's not all the time, but when I'm in that frame of mind. You know, say, oh that's the first thing that I bought when I first got here or, you know. (LeTonya)

As the interview continued, LeTonya described a specific example of rewarding herself with a product purchase.

Those, um, shoes that everyone's wearing. Those shoes with the two buckles and you just put your feet in. And all the kids on campus are wearing them. And I was like, man, those look really comfortable. They're kind of expensive though. But then you can find them like cheaper and everything. It's like the shoe of the official college student. You've gotta have these shoes. If you don't have these shoes then, it's like, these shoes like say, you know, I'm just bumming around. But I mean like, no not really because like I've seen like girls, like they're wearing nice shorts and nice t-shirts and they're just wearing these shoes. Just kind of hanging out. But it's kind of like, you know, I didn't even have time to put on shoes. But I didn't want to just put on flip flops so I put on these shoes. These are the shoes. They're comfortable and they're cute. They come in these little colors. Which you can get them in that brown that everybody wears. And um, I was stressed out about a test or something and I kept seeing these shoes. I was like, man, if I didn't have to put these sneakers and these socks on. It's hot out here. I keep, everybody's toes are hanging out. After I take this test and if I do good, I'm getting these shoes. And I did. I got those shoes. Every time when, you know, you know, when I'm in the mood. Mood. I think, yeah, look at my shoes. I think, you ain't got something done and I got my shoes, you know. It's kind of my little reward. Yeah. (LeTonya)

Lecresia and Cametra, who were not considered to be recreational shopping enthusiasts, exhibited the same type of behavior as Shannon and LeTonya, who were self-proclaimed bargain shoppers.

Especially, when it comes around to food. Not so much as clothes. I don't really buy, um, clothes to reward myself. But like food, like say for example, if I've done good on a test. If I did good on a test. Or if I, um, worked out, you know, or something and, and I was like, well, I want some ice cream. I deserve it. And then I'll go out and buy it. So, yeah, I basically, I, I like to buy food to reward myself. Yeah. (Lecresia)

Oh, when I'm feeling well I buy myself something. I always think of any occasion to buy something for myself. . . . Yeah, yeah. Every Christmas I get a gift. Because I was good to go out there and buy everybody else's gift. So, it's like, hey, I got to get something for myself too. You know, I mean, it takes a lot for me to go out and buy people's gifts. . . . So, I always say, well, I have to reward myself because I did good this year. I sat down. You know, I bought the gifts. You know, it's, it's like a task, you know. I completed that task. Now I owe myself something. So, I always buy myself a Christmas gift too. (Cametra)

Cametra rewarded herself for other accomplishments too.

I usually don't buy anything when I do well in school. Um, ah, I don't want to say I'm, I don't know, self conscious or not really self conscious or self conceited or whatever. But I usually do well in school. So, to buy something when I do well I'd be buying something all the time. You know, like, ugh, you know, that's not good enough. Even, even when I do well. I had like a 4.0 one semester. I still didn't buy anything for myself. . . . Usually, it's like when I've done something like, I've dealt with a problem. A really big problem, you know. I'm just not going to ignore this person, you know, that just really aggravates me. And like when I can look at them and be like, hey how you doing? You know, even though they're doing everything they can to get me down, you know. And they're doing all those things that I know get on my nerves, but I can handle the situation. I can handle them well. That's when I feel like I've accomplished something. I'm going to like, hey, you know, I deserve a new outfit for this because I put up with a lot, you know. And when you, I make it through hard times in my life, you know. Like probably when I graduate I'll go buy myself a very big gift. Just for the fact that I've, I've taken the time to spend, you know, those four years in school and finally accomplished something. I have my degree. When I feel like I've accomplished something that's when I'll buy something for myself. (Cametra)

Going shopping to reward one's self for fulfilling a personal goal provides additional evidence that recreational shoppers take part in self-gift behavior. (See earlier discussion of mood shopping in this chapter.) By doing so, they are engaging in the self-communication process described by Mick and DeMoss (1990b) that helped maintain their emotional high and sustain their self-concepts.

Self-gift behavior in response to positive feelings was also seen when informants felt the need to periodically treat or splurge on themselves because they worked hard for

their money and deserved a reward. This situation appears similar to the circumstance referred to by Mick and DeMoss (1990a) as had not bought for self in awhile.

And then, as I've gotten older, as I've gotten my own money, like I, like, when I first started like baby sitting and stuff like that when I was in, you know, the beginning of high school. When you don't really have a job yet, but you have something to get money. I'd baby sit and get a little bit of money. And, you know, I'd want to go spend it on, because I felt like oh, I earned it. I can go and spend my \$50, you know, I spent, and get myself an outfit. . . . You worked for it. You can go spend it. (Shannon)

Yeah. Mmm, mmm. And something expensive. Because I deserve that. . . . And it makes you feel good. And then you also feel like I'm not working for someone else (when shopping). I deserve something new every once in awhile. . . . You know how you work every day and then when you get your check all you're doing is paying bills. You want to do something for yourself sometimes. (Sabrina)

Absolutely. I work hard for my money. Yep. Um, sometimes you can't, you know, and that's ok. It's nice to, um, splurge on yourself every once in awhile or on your family. But, we would just get something that my husband and I could both enjoy for the house. Um, so that's fun. That kind of shopping is fun. (Pat)

Finally, Christine made self-gift purchases when it was her birthday or had extra money on hand (Mick and DeMoss 1990a).

Um, there was, actually there was a watch I bought for myself. Um, I don't do that all the time though. I mean, if there's like, um, if I save up, I can save up for it, like for awhile. And then I'll treat myself for my birthday. Or like a lot of times I noticed, um, my relatives and stuff for my birthday they'd send me money. Because I guess, they weren't really sure what I liked. And then that would give me an opportunity to go out and buy something. (Christine)

A Priori Theme 8

The interview data did not provide support for A Priori Theme 8. The data analysis did not reveal that recreational shopping enthusiasts' shopping experiences were more meaningful when their shopping trips were inspired by positive self-feelings as opposed to negative feelings. One possible explanation for this result is that the

informants in this research did not define their shopping experiences in terms of being in a positive mood or emotional state, whereas one of the types of shopping trips they did describe with fervor was mood shopping (i.e., shopping when they were feeling down or under stress) which was detailed earlier in this chapter. Thus, shopping that is inspired by negative emotional or psychological states appears to be more salient and memorable to recreational shoppers than shopping when in a positive state of mind. Furthermore, research on self-gifts (Mick and DeMoss 1990b) suggests that if a mood shopping trip results in a purchase that is viewed as a self-gift, the shopping experience and ensuing product acquisition may be considered special or held in high regard.

The following interview excerpts, together with the previous discussion on mood shopping suggest that a shopping trip that is motivated by a negative mood or state of mind is more important to recreational shoppers than shopping encouraged by positive feelings.

Oh, yeah (goes shopping when in a good mood). But um, I'm more driven to find something when I'm in a bad mood. Because I know it makes me feel better for the moment when I buy something. Um, it just makes me feel better. It comforts me. It really does. I sit at home. Look at it for a couple of minutes. Put together different outfits with it. Feel satisfied that I got something I can work with. Then I'll think about the test later. (Jennifer)

Because I think when I'm in a bad mood I'm on a mission. I think I want someone to say, oh, you look nice in that. Or I'm more aggressive when I go shopping. It's not like going to buy anything. I'm going to feel better. So I go and try to find a thing that I'll look the best in. And when I'm in a good mood I'm, I'm there to, I'm there to shop. You know, I'm there to buy something. . . . So when I'm in a good mood I'm not as aggressive because I think, oh, it will come along. Or if I didn't see something I didn't like it's not, you know, a big deal. (LeTonya)

I don't have, if I, if it's a stressful day like that I don't have to worry about if it's on sale or not. I'll just buy things that I like. . . . To reward myself, when I'm upset and make me feel better, you know. That's a reward, I think, when I, you

know. . . . So, it's just rewarding when you find stuff you really like and are satisfied. . . . Um, when I was up in Michigan. I went up there for a week and a half. I just got back last week. And um, I was at, you know, there were some days where I didn't have anything to do. It was hot out and I was just like, I'm just going to go to the mall. And I was, you know, there all day. And, you know, I was, um, that was the day when my, Brian's birthday's coming up. I bought him some clothes for his birthday. And it wasn't on sale. It was something that I liked. And it was, it was something that he doesn't have. Different types of clothing. And it was going to look really good. And I didn't care what the price was. I just cared that it looked good. (Mary)

Another possible explanation for the lack of support for A Priori Theme 8 is a lack of probing on this issue on the part of the researcher. Hence, additional research would be prudent to further investigate how positive and negative emotional states influence recreational shoppers' shopping experiences.

Emergent Themes

To further describe and understand recreational shoppers and their marketplace experiences, the following emergent themes were developed: 1) Need for Uniqueness, 2) Creativity, 3) Product Attachment, 4) Gift Shopping, and 5) Negative Consequences. These new themes emerged during the process of data analysis and shed further light on the role that shopping plays in recreational shoppers' identity construction and reaffirmation, their attachment to and possessiveness of the clothing and fashion accessories they purchase, and enhancing their self-esteem. Furthermore, the potential for shopping to lead to financial and emotional troubles for recreational shoppers was unveiled during the interviews and subsequent data analysis.

Need for Uniqueness

A common characteristic among the recreational shoppers interviewed was a strong desire to be unique. This need for uniqueness (Snyder and Fromkin 1980) was manifested in the type of clothing that recreational shoppers wanted to buy and wear.

They look for clothing that reflects their personality and that they feel "comfortable" wearing so that they can construct their own identity.

I wear what I like and I wear what feels good on me. I like bright vibrant colors. Um, I like um, I like clothes that aren't really plain. Clothes that have some type of, a little bit of flair to them. . . . Um, I like, it really, a lot of times it depends on my mood too. Um, because sometimes I like to wear like, the umbros and the biker shorts. And, and to me that's kind of more a tomboyish look. And other times, I like to wear a very nice sundress with a hat and, um, you know, kind of the beachy scene. And we used to live at the beach and, and so I really like airy beach clothes. But you can't wear them everywhere. Um, I like, when we go out I like getting dressed up. (Jean)

Recreational shoppers are concerned about their appearance. They want to look attractive but make their own fashion statement. Hence, they want to stand apart from the crowd and shun fashionable or "hot" items.

I just like to go and look at the different clothes. And I like to find something different and not just like what everybody's wearing at the same time and it's uniform. . . . Because, um, I, I kind of like to pick stuff out that I consider as me not just some, you know, something that fashion dictated, you know, to everyone. . . . Um, well, recently I've kind of like, I, I sort of dress to an extreme now. I'm, I'm a nonconformist sort of, I guess you could say. (Christine)

Christine gave an example of the type of clothing she would wear out at night and that she considered her style.

I'd probably wear, um, like a, I have like, um, the baby doll dresses, you know. I'd wear that with, um, a pair of tights with, um, my shoes, my black shoes. Or, um, sometimes I have, um, a pair of black boots which are like combat boots with like a hat. Um, a have one outfit that's, it's a black, um, hat with a baby doll dress that's black. And it has, um, like a white design on it. And I wear usually like black tights with it to go with the shoes. (Christine)

Michelle has very strong feelings about her clothing choices and her need to construct a unique look. She seems to be personally affronted by others who dare to look the same.

I like a wide range. . . . Ah, I have dressy clothes, like dresses and. I don't wear skirts. I don't like skirts. Ah, I have dresses, but I usually don't wear them to school because I don't like to dress up in school. Usually it's shorts and a t-shirt. Sometimes a nice shirt. Ah, I wear kind of alternative clothes with Doc Martens and, steel toed Doc Martens. The whole bit. And then I have very preppy, a white t-shirt with little pink pinstripe shorts. I, I vary. I like to be original, I guess. And so I vary ah, extremely between the two styles. . . . I don't, I don't like to be like other people. It's not, that's why it bothers me a lot of times with the department stores (referring to mass produced clothing that is similar in style and everybody is wearing). So, yeah I like to, I don't like to see other people with the same outfit. It annoys me.

Similar to Christine and Michelle, Shannon dictates her own fashion and style.

She seems to relish her individuality and the self that she has created.

I've always been one to not like the style that everybody is wearing. . . . Like, if everybody's wearing, like for awhile The Limited, certain little shirts or whatever everybody's wearing it. I won't want to wear it because I don't like to look like everybody else. . . . I like to be different. I don't want to be, to look like everyone else. Because, I don't want, I mean, I want to be my individual self. Everybody kind of knows that. Because, they're like, you know, she is a little weird. Either that or I just want to be comfortable and happy and not try to be in and all that stuff.

Later in this segment of the interview, Shannon gave an example of how she expresses her individual self.

But then I've got like, back in high school when it wasn't in to wear like, the real, the big black boots that were, I mean, I wore them. I had, I bought a pair just to be weird. You know, and dress up and wear really cool. You know, it looked cool, but everybody's like she's weird. I had to wear my weird boots. And then, I, I've had like, to church I have this pair of weird shoes that everybody talks about. That's funny. They're like those big platform type shoes. You know, and you wear your nice church dress and then a pair of funky platform shoes. They look cool. It makes you look like more, it's kind of the stuff that the fashion models wear or whatever. And most people are afraid to wear it because it looks different and most people don't like to look different. So, I have a couple of pairs of shoes that make my outfits look different. (Shannon)

Informants seemed to enjoy the reaction they would get from others regarding their unique attire as they exhibited their social selves.

I just like to look, wear something different. . . . I just, wearing something that they'd say, you need to bag that. It makes me happy when people say, gosh, that's a little off there, Jen. (Jen)

Yeah, because, because then they know it's me. Everybody thinks of me as an individual. Nobody has ever thought of me as following the crowd. And I'm glad because I don't want, you know, when I see something like, when I'm walking through and I see something that I think is cool I'm going to buy it because I like it. Not, I'm not going to buy it so that people look at me funny, you know. I really like the stuff that I see. I think it looks really neat so I'll buy it. And I don't care if, if they don't like it or whatever. And, and just because of that reason I usually do get comments. You know, like people, you know, I can tell that they're like, look at you in your funny boots. . . . But they just, they always laugh at me. There goes Shannon in her funny shoes. (Shannon)

Part of the allure of shopping for the recreational shopper is the opportunity to find clothing that no one else has. Their need for uniqueness drives recreational shoppers from traditional stores, i.e., department and specialty clothing stores, in shopping malls to factory outlet stores, off-price stores, thrift stores, consignment shops, and flea markets, not only to search for a bargain, but also to find their holy grail.

In this excerpt, Jennifer recalls when she found her Tommy Hilfiger red, white, and blue striped rugby, which is one of her favorite things, at TJ Maxx.

Especially at discount stores, there's always like, you know, this is going to sound so stupid, like a little treasure that, you know, will mean so much to you and somebody else might find it. Like that rugby was, I keep on going back to the rugby. That was like the only rugby on the rack and it was just like the best thing in there. And I felt so good because I got the last one or the only one, or whatever. So um, I just feel like, if I've gotten a good price on something that there's only one of, or something, I feel like, hey, I got it. Nobody else did. I'm going to be the only one wearing this. (Jennifer)

Michelle, who is bothered by the similarity of clothing in department stores, enjoys going to thrift stores to find her unique items.

Ah, sometimes it's kind of an adventure. You find, you find, like sometimes department stores bother me because you'll see three or four people with the same outfit. And ah, so you go to a thrift store, you know. I have this little jacket from

Paris. And that other jacket from Canada. You know, you get different things that nobody will have because it's an old item. And, you know, it could be from some, somewhere totally different. And sometimes you find, I found a, I have a leather suede jacket and it comes down to here. Very comfortable. I got it for 7 bucks. Yeah, it was hidden. And, and ah, I'm very happy with it. And so, just once in awhile you find those. (Michelle)

To satisfy her thirst to be unique, every summer, Jen makes an annual trek from Florida to the New York metropolitan area and goes on a week long shopping "extravaganza." She hunts for bargains and buried treasures in a variety of outlet, off-price, and thrift stores.

Because I guess I, I a, I like to have things that no one else around here (Orlando) has. So, you go, you know, you go somewhere else (New York/New Jersey). Just to be unique, I suppose. And just to have different things. I mean, some stores you're going to just bump into, everyone has, like Bass and stuff. But, but other than that these, these places have a, have the lines before the lines come out. . . . Like I, I like to buy Espirit. It's a brand that I like to buy. I like that a lot. And a, when I, the, Little Marcie's, the name of the store that I go to. Is a, takes the lines that don't get sold very much at the big department stores. And I just purchase those. That line. So no one really sees what I've got.

In the following excerpt, Jen recounts a scene from her last "conquest" when she was with her roommate from school.

Well, I went and a, we went to a, like I said we went to upstate New York. And picked up these a, we went to Anne Taylor's Outlet. And we picked up this, I thought, I thought it was a great pair of bell bottoms. And my roommate just totally despised them and rag and rag and rag rag rag. And then I bought a, we got a plaid short knit top and a pair of like brown clogs. And she about died. She didn't think that I'd wear this. And, and um, I've been wearing it. And, and a, she looks the other way out of embarrassment because she doesn't do things like that. I mean she's more like the flowery kind of pastel kind of thing. And, and I like to switch my clothing around. I like to do different things. I don't know. I guess that's what you'd call different, unique. I haven't seen anybody wearing like that here.

Even for those who prefer to shop at department stores, there is a desire to be unique and concern for dressing like the rest of the crowd.

I like the uniqueness of an outfit. I like to see just one or two or three on the rack. You know, if I see a rack full of them, it's like, oh, no. Unless, I know that other people, I hate to see people in my, my peers or my age group or something, wearing the same things that I'm wearing. You know, it's just like, ugh, man. You know, if, if Karen's wearing the same thing that I'm wearing then what I'm wearing isn't too special. You know what I mean? . . . But if someone or, you know, the type of people that I'm in contact with every day. If they're going to have on the same outfit then I usually won't buy it. Or if I see like a whole rack and it's nothing but that one outfit, I'm like, no way. You know, I, I don't buy it. (Cametra)

Even if recreational shoppers buy clothing that is readily available to the masses, they will wear it in a different way to create their own look and identity.

I try and not to be dressed normal. I like to wear what other people are wearing, but not how they're wearing it. Like I'll wear the, whatever's in now. But I may wear a hat with it. Or I might wear like different shoes with it. Or, I try to do something different even if it's just one little thing. So, I will never take, buy something in a store and wear it, just what they had hanging up there. And I never do that, you know. Nah. I always try to put something else. . . . Even if it's just a scrungie for my hair. (LeTonya)

Recreational shoppers who have a need for uniqueness seem to be similar to two types of shoppers identified in previous research, i.e., individualistic shoppers (Chicago Tribune 1955) and fashion conscious shoppers (Tatzel 1982). As discussed in Chapter 2, individualistic shoppers liked to express themselves in shopping by finding unusual and individualistic merchandise, while fashion conscious shoppers were very interested in fashion and had innovative and stylish tastes. The finding that recreational shoppers have a need for uniqueness supports Tatzel's (1982) proposition that fashion conscious shoppers, who had innovative and stylish tastes, existed in the marketplace and that they were similar to recreational shoppers.

The need for uniqueness theme also gives credence to Bloch's (1986) proposal that product enthusiasts' high level of involvement in a product category satisfied their

need for uniqueness. In the present research, the informants who were considered to be recreational shopping enthusiasts, due to their stated shopping identity, all expressed their need for uniqueness during their interviews, suggesting that a need for uniqueness influences the development and maintenance of a recreational shopper identity.

For recreational shopping enthusiasts, as well as recreational shoppers in general, shopping is the means through which their need for uniqueness is satisfied. This suggests that the extent of their involvement in shopping as a leisure pursuit along with the strength of their recreational shopper identity will be influenced by the intensity of their need for uniqueness.

Creativity

Related to the theme of uniqueness is the desire that recreational shoppers have to be creative while shopping for clothing. Being creative while shopping is characteristic of individualistic shoppers (Chicago Tribune 1955). Recreational shoppers can express their creativity by putting outfits together and mixing and matching items.

Um, I have this outfit I just bought. I considered it. It's just a, a white linen top with little shorts with little white things on it. I got it at Express. . . . I like that it's white because I figure it's a nice, ah, mix and match thing. You know, it's one of those basic things that everyone should have. . . . And basically I did that all on my own. I pieced it together in different areas. It wasn't like up on the wall. And, oh, isn't that cute. That was different. (Michelle)

Informants expressed a strong preference for putting their own outfits together while shopping, in addition to buying items to go with clothing that they already owned, instead of buying an outfit that the store had displayed.

Because I really enjoy just looking around, pick up maybe about 15 items and wind up getting two. That's just the, um, the fun of matching things and picking things out and putting together outfits. . . . Yeah. I mean, that's definitely part of shopping. I kind of feel guilty when I only get, like just two shirts and not get a

complete outfit. Because, that's one thing I really, you know, enjoy doing, is putting things together and a making a complete outfit. (Jennifer)

Yeah, I usually do because I usually don't like what the store puts together. Um, like mannequins, I rarely look at a mannequin. You know, unless, I've seen like, a pair of pants. I'm like, ooh, that's a nice pair of pants, you know. I don't like that whole ensemble that they have there. But, you know, I'll go in the store and I'll get the pants. And I'll put them with something else. And I'll keep going. . . . You know, that, that kind of gets me away from having the same kind of things that other people have. You know, because even though me and, da, I don't know, Jade might have the same pair of pants. I have a different shirt, you know. You know, I wear it with these shoes. So, it's, it's a completely different type outfit on me then it would be on her. (Cametra)

Um, recently though, um, some friends and I, we've gotten together and we kind of like going to thrift stores. And you're able to find, like some barely used clothes really cheap, if you like looking around. And it's kind of fun to do that because, you know, it's not like. A lot of stores when you go in they have the whole outfit set up and you're just, you know, just take it off the rack and buy it. And I like, I think it's, it's a lot funner to go ahead and pick a piece and then try to find something to match with it. . . . It's kind of like creative to come up with something different than the other person. (Christine)

Being creative while shopping is not only enjoyable and fulfilling for recreational shoppers, but it also enables them to construct and sustain their individual selves on their own. In this service, shopping for clothing makes it possible for recreational shoppers to manage and experiment with their possible selves.

As seen in the next set of excerpts, Mary, LeTonya, and Cametra are already considering future role transitions that they will undergo and the positive implications their new roles will have for shopping.

There's some nice shops that have some real nice clothes for, you know, the business look. When, you know, when, like in the future when I'm going to work. Because that's, that's one thing I look forward to, you know, having a job in the future because I'm going to be able to buy good quality clothes and I'm going to look professional. I like that. (Mary)

I have this thing. I want to work in an office because I have this thing. I just want to wear suits. I just love nice tailored suits. Um, I think clothing, I, people, I

don't know, but people will probably jump on me. But I think clothing do make the person. I think people do judge you by what you wear. . . . Last year, I used to like the, um, the, like cool hip stores. Like, 579 and, um, what's that other store? Body Shop. And now it's like the clothes are too young for me. I think what it is, is that I'm about ready to graduate and I'm thinking, you know, I don't need those, I don't really need those little shorts with the fringes onto them. I need like, you know, nice slacks. So, I, so now I'm like into like the, the, you know, the stores like department stores, I guess you call them. Like Burdines or Sears or, um. (LeTonya)

Now I'm getting into, like a career kind of mode. I see that Dillard's has a lot of things that I need. The Limited too. I saw a lot at The Limited. And they have a lot of casual separates that you can combine. Like different things. So, I'm going to be a teacher so I have to have, you know, nice clothes for every day. So, I need things that can, kind of be combined and thrown together and make a good style. (Cametra)

By mixing and matching, recreational shoppers can also stretch the life of individual clothing items and realize greater value from their purchases.

But um, a lot of times I, you know, it gives me pleasure to, um, you know, mix and match and coordinate different, different looks and stuff like that. Yeah. Because it, it makes me feel as though, you know, I went out and bought a new outfit, but it's something that I already had. I just, you know, combined it in a different way. (Lecresia)

I don't like wearing whatever they have. . . . I want to buy something that I can wear with other things. Like, I want to buy a shirt and a pair of pants that go together, but a shirt that will go with a pair of jeans I have at home and a pair of pants that will go with shirts that I already have at home. Whereas if you just buy something that just goes together that limits you, you can't wear it with other things. . . . And I have, you know, shirts and pants and jeans or whatever. And I can mix them all. And I mean, I have so much more varied clothes. I mean, I wear so many different things all the time. I'd rather have more that's cheaper and more, I don't know. Get more for your money I think, if you can mix and match. (Shannon)

In addition to browsing in stores, Shannon regularly looks through clothing catalogs and fashion magazines for new ideas for designing herself.

Another thing I look at a lot is hairstyles when I'm looking through a magazine. Just because I have, I change my hair like every couple of months, you know. Different colors, you know. Different everything. So I like to look at, I just like

to look at every, the way everybody's wearing different things. And try, I, I guess, I guess I try to pull different things together to get my own look. So that I never look like anyone, but yet I like to look at every, all the stuff and see how it looks. And if I see something and I like the way it looks I think, that's what I want, you know. I like the way it made, it made her look, you know. It made her look taller. I like that. You know, and then I'll be looking for something like that. I get ideas. I guess I'm kind of creative. I like to pull things together and make my own look. (Shannon)

Some informants also discussed going shopping with their friends to help them put outfits together. They enjoyed being personal shoppers and fashion consultants for those not sure of themselves when shopping for clothing.

Like, I had a friend that I went, I go with whenever he needs to buy clothes. He buys clothes, like two or three times a year. And ever, like ever since I've been here at college we've been really good friends. And he calls me up, I need to buy some clothes. Come help me pick some stuff out. Because I, he never knows. So, I always tell him, you know, what will look good and stuff. And, you know, I like to put clothes together. And, you know, it, if someone has money to spend I'll go help him spend it, you know. Help him pick stuff out. (Mary)

Yeah, because most people I think, I mean, all of my friends they don't like to shop by themselves. So they'll call me up, hey come with me. You know, I have to find a pair of shoes. And they need my opinion. You know, and they need me to help. Do these look all right? Do these look all right? A lot of my friends aren't secure enough to, you know, to think, I think it looks good so I'll wear it. They want to hear another person's, say hey, those look great on you. . . . But then I have like another friend, a friend of mine Kelly. She won't go shopping without me because she, she gets so stupid. She doesn't know what goes together. And she likes the way I dress. But she doesn't know how to put things together. . . . So a lot of times she'll want me to go with her and she'll be like, ok, help me Shannon. (Shannon)

The relationship between shopping, creativity, and possible selves touched on earlier in this section was also seen when informants were shopping for nonclothing products while undergoing a role transition.

Um, right now I'm really into decorating our house. Like the big thing now. We had another guy that came in and gave us a price on the reupholstering the two sofas. Um, we buy the fabric and he told us how much to buy. So now that's my next big, I'm going to, um, go out and buy the fabric for that. . . . But, in the

process of doing some, the house that we're buying. We're already in the house right now and we're buying it from the builder and there are some renovations that they're doing. They're putting in a pool. And they converted our garage into a finished room. And they're building a, a built in grill. And so I've gotten, been able to pick out the tile, the colors for everything. (Jean)

Um, for, for some reason, I guess, I'm getting ready to get my own place. So, I love going into like house, house stores. Like, um, like kitchen knick knacks or living room knick knacks. Um, for example, like Pier One, or, um, Lechters, or, um, there's a new store. I forgot the name of it, in the, um, Florida, in the Fashion Square Mall. Um, I, I kind of like looking at that stuff because, because I know I'm going to be able to some day finally move into an apartment. And then design it myself. So I like doing that. (Christine)

And it's almost like you take an old place and refurbish it. Something new. When I bought, um, my living room set (after moving into her apartment) I already had a dining room set. And when I saw this other dining room set with the China cabinet to match, I said, that will look really nice and then everything will match. Well, I ended up buying the China cabinet and, and a new dining room set. Because then I sold the other one to someone else. I like that. A clean and fresh look, you know. Everything matches. . . . But when you set up your house or apartment it's a reflection of the inner person. This is what I am. This is what I represent. So, it has to be just so. (Sabrina)

When I first came up to college it was a lot of things. I had a lot of things, you know, of my own. But there were a lot of things that I needed to buy on my, on my own too. So, um, and then these things will also come in handy. You know, when I get my own apartment. . . . Um, like, well, the last time I was in Lechters, for an example, I bought a little, um, bookshelf kind of thing. It, it look, they look like crates, but they aren't. They stack. They have little holes and they stack on top of one another. It's something to put my books in. And, um, I use it, it's like a bedside, a night stand for when I'm in the dorm. And, um, um, let's see. What else? Like, um, I wanted to, I wanted to decorate my room. To like put, the, the desk, the study desk in the dorms are awful. The color is like this dull ugly color. And I wanted to make it a little brighter because the, the, um, the comforter set that I had bought for my bed was like white with a lot of little pink flowers and stuff. And so, I, I bought, like, um, it was, like shelving paper, but I put on my, on my desk. And I like wallpapered my little desk. Into a, a thing that, a color, a pattern that blended in with my, with my, um. So, just different stuff like that. Pictures and, um, different little things like that. (Lecresia)

Shopping for and purchasing symbolic and self-expressive products, such as clothing and household furnishings and accessories, "are important for successful role

transitions since they aid in the exploration, establishment, and ongoing support of new roles and identities" (Schouten 1991, p. 422). Drawing on the research by Schouten (1991) on the relationship among role transitions, control and efficacy, and identity play in the consumption of aesthetic plastic surgery suggests that recreational shoppers desire to express their creativity while shopping, together with their ability to fulfill their need for uniqueness by shopping for clothing and other symbolic, self-expressive products suggest that shopping provides the means by which recreational shoppers can exert and maintain control over their lives.

Product Attachment

In support of the survey results that indicated that recreational shoppers were more clothing-focused than nonrecreational shoppers were, the qualitative data provided evidence that recreational shoppers not only had a high level of interest in the clothing they bought, but also became strongly attached to their clothing purchases as well. Comments by informants suggested that they could become attached to clothing before as well as after buying an item. The high level of interest and strong product attachment was manifested in seven different ways in the interview data: 1) continually thinking about an item before it was purchased even when not in a store, 2) discovering clothing in a store, 3) falling in love with items while shopping, 4) looking forward to wearing new clothing and showing it to others, 5) having favorite clothing items, 6) having clothing and accessory collections, and 6) saving clothing that was no longer being worn or had never been worn.

The comments by some informants suggested that recreational shoppers could become attached to clothing well before it is purchased. They might see an item either in

a store or being worn by someone else and then become infatuated with it, continuously thinking about the product until it is bought. One informant characterized her infatuation with a clothing item as feeling like she was being haunted by the object. She could not escape her obsession until she gave into her craving and purchased the desired product.

Um, and sometimes there are items that I really don't need, but I like them so much that I know, if I go home I'll keep thinking about it. And I've done that before where I haven't purchased something, I've gone home and I keep thinking about it. And I end up going back and getting it. So, I know that if I have that feeling for an item to go ahead and get it because it will haunt me if I don't. . . . It's usually a piece of clothing. Um, one that I can think of in particular was a, a jacket that was multicolored and it really wasn't that expensive for a jacket. It was unlined, but I thought, do I really need to spend? Ah, it, this was a few years ago so I don't remember. It was over 50, but I don't think it was like 75. So it was between 50 and 75. And, and it was, do I really need to spend that much money for one piece of clothing that's unlined? That you can really only wear in the summertime. And at the time I was living in Virginia. So, you know, in the wintertime you couldn't wear it. Um, but I went home. I didn't get it. I went home and I just kept thinking about this jacket. Thinking about it. So I went on and bought it. And then when I moved down to Florida, I went to Steinmart, they had this skirt to match it. So it worked out really well. . . . So that worked out. I wear that jacket all the time. . . . Um, but I just think that jacket just kept coming in my mind and it was, I really like that jacket. And I kept seeing it and every time, in the mornings when I would go in, pull out something to wear, man, that jacket would look really good with this. It really would have pulled this together. So, that's what I mean when I say it haunts me. (Jean)

Another informant described her longing for a pair of shoes that she had seen other people wearing.

Those, um, shoes that everyone's wearing. Those shoes with the two buckles and you just put your feet in. And all the kids on campus are wearing them. And I was like, man, those look really comfortable. They're kind of expensive though. But then you can find them like cheaper and everything. It's like the shoe of the official college student. You've gotta have these shoes. If you don't have these shoes then, it's like, these shoes like say, you know, I'm just bumming around. But I mean like, no not really because like I've seen like girls, like they're wearing nice shorts and nice t-shirts and they're just wearing these shoes. Just kind of hanging out. But it's kind of like, you know, I didn't even have time to put on shoes. But I didn't want to just put on flip flops so I put on these shoes. These are the shoes. They're comfortable and they're cute. They come in these

little colors. Which you can get them in that brown that everybody wears. And um, I was stressed out about a test or something and I kept seeing these shoes. I was like, man, if I didn't have to put these sneakers and these socks on. It's hot out here. I keep, everybody's toes are hanging out. After I take this test and if I do good, I'm getting these shoes. And I did. I got those shoes. (LeTonya)

Mary also gave an example of becoming attached to an item over an extended period of time.

But one time, you know, a pair of shoes. There's a pair of shoes that I just liked so much. And I would look at them and think about them. It was two months. And then finally, I decided, I was going, and I tried them on. And about two months later I finally said, yeah, I'm going to get them. . . . You know, so, um, I did that. I don't, I don't know how often I do it though because usually everything is new. With clothes, things are coming out all the time. And if you try something on and decide you're not going to get it because you don't really need it. Something new is going to come out anyway. (Mary)

The three examples cited above appear to support Campbell's (1987) contention (later reiterated by Sherry and McGrath (1989) in their gift store ethnography) that "the desiring mode constitutes a state of enjoyable discomfort, and wanting rather than having is the main focus of pleasure seeking" (Campbell 1987, 86-87) in modern consumer culture. Although the three informants did give into their desires and purchase the object of affection, in a strange way they did seem to derive a great deal of enjoyment from their longing, even becoming attached to the product before it was in their possession. Plus, as Mary noted, even if she does not give in and purchase a wanted product another product will come along to catch her fancy and be yearned for. While Sherry and McGrath (1989) proposed that Campbell's (1987) "modern autonomous imaginative hedonism" was present in consumers' search behavior in a gift store setting, the data in the present research suggests this phenomenon can occur away from the marketplace creating tension in one's head.

A second way that recreational shoppers may become strongly attached to clothing is when they are looking through the merchandise in a store and discover the object they have been knowingly (or perhaps unknowingly when window shopping) searching for. This discovery process, which appears similar to the selection process observed by Sherry and McGrath (1989) in gift stores, was reflected in informants' descriptions of finding clothing that "grabs me" or "catches my eye," suggesting that they saw a reflection of themselves in a special item that was calling out to them or waiting to be found. Informants stated that they would not buy an item unless it grabbed their attention or caught their eye, which seems to indicate that they had to feel attached to the product before they could leave the store with it in hand.

I won't buy anything unless it really grabs me. You know, it has to just really grab me and be at the right price. (Ian)

You know, if I went to the mall, there, there are times when I go and I'm looking for something, this special outfit. I don't buy it unless it catches my attention. And if, you know, by looking at it on the rack it doesn't catch my attention than forget it, you know. . . . You know, it, it just, there has to be something about the outfit that attracts me. So, there have been many times when I go to the mall and I'll look around and look and look and look. And nothing just actually catches my eye, you know. So, I just leave without anything. (Cametra)

Whereas, ah, the Coral Square in Coral Springs that has a younger crowd and ah, the Burdines here has a larger, they just have a larger Juniors section with a better variety. I tend to find better things because usually I, I find something. You know, something grabs my eye. . . . Ah, well usually I go around the outside of the store first and ah, I just look at the racks and if a certain pattern catches my eye. . . . It's just, the, the color of the clothes usually catches my eye first before the style. Whereas, sometimes it's the style, but ah, you know, I, it can be a really nice style, but if the colors are ugly, you know, it doesn't mean anything. (Michelle)

See with clothing, I feel like I've got to look through everything because I might miss something that, that will be my favorite thing. . . . Especially at discount stores, there's always like, you know, like a little treasure that, you know, will mean so much to you and somebody else might find it. (Jennifer)

Related to the previous notion of discovering a special find, the third means of product attachment, described by informants, was falling in love with clothing that they eventually bought while they were in a store. Informants' comments showed strong affection for items that were especially attractive, unique, very good deals, or were exactly what they were looking for. This expression of love personalizes the item, perhaps enabling recreational shoppers to free the product from the mundane impersonal setting of the store to prepare it for incorporation into the self. This process seems akin to what Belk et al. (1989) described as the sacralization of profane objects through ritual.

I, I usually try to get the sale items. Ah, but if I find something that I really like I'm, I'm more than willing to pay a stupid astronomical fee for it. Like I, I was in Express and there was this little, I guess it was kind of a tight, they call it a tricot. It had little lace on it. And it had little flowers on it. And ah, it was full price. I guess it was like \$30, 30 or \$40 or something. But it, I just loved it and it was sold, you know. (Michelle)

Maybe a month and a half ago that I bought the dress. It was on a Saturday afternoon. And I just decided to go to the mall just to check. And there's, my favorite store is Stuart's. It's a dress shop. And I happened to be looking on the, um, on the clearance racks. And I saw this dress. It was really pretty. And it was like the style that I had in mind that I wanted to wear. And it had been marked down from like \$60 to \$30. So, I was like, it was the only one left. It was the only one in my size. And everything, so, I got really excited about that. And, um, let's see. Then I tried the dress on and then I bought it that same day. And so, I love that dress now. (Lecresia)

Um, that is just basically like the brown suit that I found. I saw it and when I saw it on the hanger I loved it. You know, I thought this is exactly, the material was kind of like the potato sack material. And it was that color brown. But I mean, granted it wasn't the itchy stuff. Um, and I love it. I loved the color. I loved the way it was earthy. And it looked soft. The material was real thin. So, it didn't look like it was stiff. And I thought this is really really nice, you know. (Ian)

Well, when I was in Jacksonville, at this store called The Body Shop, I bought this, um. I'm into a lot of beiges and browns, stuff like, and blacks. Those are like neutral that I really feel comfortable in. There was this pair of shorts that looked like it was a skirt in the front. So, if you looked at it from the back it looked like shorts. But it buttoned over. Um, and it looked like a skirt in the

front. And I, I saw somebody else wear it once and I just fell in love with it. And a, it didn't matter to me how much it was because I knew a lot of people at school didn't have it. Tried it on because it was shorts. And a, loved it. . . . But I knew I had to get it. Because it was close to my style, but something different that nobody had. (Jennifer)

And I went shopping with my boyfriend. He needed new clothes for work. And I hadn't planned on buying anything. I just was going to go along with him. Help him pick out clothes. . . . Trying to help him pick things out. I saw a shirt and it really struck me because it was, you know, the World Cup's coming up. It was, you know, you know, going to be there and it was a shirt with flags all over it. It was really, you know, a great shirt. And we both loved it. And I just thought of my Dad because he used to play soccer. And I was like, oh, my Dad would love this. I'm going to get him one. I'm like, no. I want it, you know. I was just, you know, because I, you know, when I see something I really like I, and it was a good quality. And it was a good price. So, that was, you know, why I had, I wanted to buy it. And the fact that we both had liked it. My boyfriend and I. And, you know, I knew, I knew it was worth it. (Mary)

The bonding between consumer and object described above has also been observed in gift stores as consumers shopped for others (Sherry and McGrath 1989). However, unlike in Sherry and McGrath's research where consumers' expressions of love and attachment for a product were couched in a dyadic relationship between giver and receiver, in the present study recreational shoppers were giving the product of affection to themselves. Therefore, since the product will remain in one's possession and care, the ensuing love and attachment between consumer and product may be at a deeper and more meaningful level than that which occurs in a gift-giving context.

The love bond that may develop between a recreational shopper and her new clothing purchase is further illustrated in the comments by some informants that they could not wait to wear their new clothing and show it off to others. Taken together, the public display and social sanction of the new purchase make up the fourth means of achieving product attachment. Informants' comments indicated that they were not only

proud of their purchase and how it made them look and feel, but also they wanted everyone else to know about their clothing find so that they would be complimented on their purchase and new appearance. In addition to bolstering their self-esteem, the positive comments recreational shoppers received may serve to intensify the consumer-clothing bond.

But, if I got a really good deal and I had the money to spend. And it looks good and I'm happy. You know, then I feel great. Because then, you know, you get to wear it the next day or something. . . . Just because it does make you feel good, to look good. It makes your image. You know, you feel happy. . . . I think everybody wears it, everything they buy they'll wear like, it immediately. Just because you are so excited and you're happy. I mean, I don't see how you can buy something and just sit it in the closet. That was that point that you bought it. You want to wear it. You want to show it off. (Shannon)

So, I, I don't know. I a, I think it's, I think it's actually kind of fun. . . . It makes me happy. . . . Ah, coming back to school and, and wearing your clothes. And having people say, oh, that, that looks kind of cute. Where you'd get that? . . . Just, just makes you feel good that you found something that you like and it looks good on you. And, and you got a positive response. I guess, it makes me feel good. (Jen)

But, when I get a new outfit I just feel like, not quote unquote, a new person, but well, kind of. You present yourself in a new way that nobody's seen you before. So I really feel good when I wear a new outfit. . . . I showed everybody at, in Jacksonville that I, you know, what I bought (pair of shorts). They were like, oh my gosh, those are so neat. Went back to school. Wore them all the time. Got the big, you know, the most compliments on it because nobody else had them. . . . Um, actually a lot of people asked where, where'd I get it, where can they get it. And a, I thought that was really neat. (Jennifer)

The idea of having something on you makes you feel good. Especially, if you go get your hair done too. And everything is new from head to toe, including your purse, pantyhose, shoes. Everything. Even earrings. When I shop I like to go all the way. So then someone says, oh, Sabrina, that looks really sharp. And you look in the mirror and you feel like you look sharp too. . . . Elated. I feel good inside and out. It's, it's a hard, it's hard to describe the feeling. You feel that when you walk down the street, yes, I know they're looking at me because I look sharp. That's the way you feel. (Sabrina)

In light of the preceding excerpts, the process of displaying new clothing as well as a new self to the public for physical and emotional self-enhancement, in addition to social adulation and confirmation, may be a ritual for some recreational shoppers that transforms their new clothing symbolically, infusing it with sacred properties (Belk et al. 1989).

The fifth way that a strong consumer-clothing attachment occurred was by having favorite clothing items. Comments by informants, who had favorite clothing items, indicated that these items are held with high regard and have become part of the informant's self. The clothing is worn regularly, feels comfortable (i.e., part of the self) and in the eyes of informants can not be replaced.

But if I, when I'm at home on Saturdays, I have a pair of, um, the bikers shorts and umbros over that and a t-shirt. And that's the first thing I put on as soon as, you know, in the mornings to go out and get the newspaper or something. Or just, you can mill around the house, just. . . . It's like, ok, it's very comfortable. And when I go home from work it's what I, I put that on. It's very comfortable.
(Jean)

So, like right now the jeans that I have right now, you know. If I would like, like I would love to get another pair of jeans just like them because I love the way they fit me, you know. But I know I would never find them. Even if I went right back to the store. To the same aisle. To the same, you know, little shelf that they were in. There would be a different pair of jeans. Because, you know, maybe mine would be loose fitting and these would be straight leg. . . . But I would love to get another pair of jeans. But I know that my chances of finding them are next to nothing. (Ian)

Um, my Gap clothes I really like. And I wouldn't let other people borrow them just because I'm scared that. I've already had like clothes ruined by other people and I don't want them to touch them. But just like, um, my Tommy Hilfiger red white and blue striped rugby. It's one of my favorite things. It's a extra large. I got it at TJ Maxx. And I have to roll the sleeves up, but I just. It's my favorite thing in my wardrobe. It's something that I got for \$36 when it was supposed to be 80. That's probably why it's one of my favorite things. (Jennifer)

I would say that I wear everyday (shoes), I've got, like your standard, maybe five pair. You know, your brown, your black, your white, a red, um, and a pump for dressy. So, but I wear them all the time. So, and they usually last a long time for me. I take really good care of them. So I can go 10 years with a pair of shoes. It's hard to part with them because they're comfortable. And they've gone out, they don't make them anymore. I guess the moral is to find more than one pair of the same kind at the same time. Who can afford that? (Pat)

In addition to having strong affection for particular clothing items and accessories, informants also spoke enthusiastically about large interrelated sets of favored clothing and other fashion items (e.g., shoes, hats, purses, jewelry, and hair accessories) that they owned. These comments revealed a sixth way to form strong product attachments, treating sets of clothing or other fashion items as a collection.

Three informants specifically indicated without prompting that they had a clothing collection.

And I'm basically a pack rat. . . . Um, I can never throw anything anyway. And I like to accumulate, accumulate a lot of junk. And a, you know, something new. Like it's a little kind of collection. Sort of like a stamp collection or something. And I like to hold onto my clothing. I save my old clothing. So, I mean, I have like a clothing collection too. (Christine)

I, I usually try to get the sale items. Ah, but if I find something that I really like I'm kind of, uh, well, yeah, I'd like to add that to my clothes collection, but do I really need it. I'll, you know, if it goes on sale, then I'll get it then. . . . Oh, yeah. I have a good amount. I have a good amount of clothes. A lot of the stuff I never wear and I even go thrift store shopping. And ah, um, get a few things there. I have a nice jacket, brown neutral colored thing that I wear with my other neutral colored clothes. Ah, yeah, I, I think, I, I think I do. Yeah, I think of it as a collection and you add on to it. And you can mix and match easier that way. And you, you have more clothes to choose from, you know. More groups. You can vary more. (Michelle)

I mean, I guess it's because I have so many clothes and I don't collect things, but I guess, I mean, now that I think, I guess my clothing is like a collection. I just like always wearing something different out and being in style and having somebody say, oh, my gosh, where did you get that. That's so nice. Oh, I just got it the other day. . . . My style changes all the time. My closet is the most mixed you've ever seen. Um, I enjoy wearing, um, Polo type shirts and loafers a lot and

um. But like on school when you don't, at school when you don't feel like dressing up, you just wear t-shirts and umbros and tennis shoes and flip flops. And then I've got when I go out, you know, the ruffled little shirts which I tend not to wear much anymore, even though I still buy. . . . Um, like midrifts that I bought like last semester. . . . But um, dresses, I have a lot of dresses. (Jennifer)

Collections have the capacity to become special possessions and may even become sacred (Belk et al. 1989) when consumers view them as extensions of the self. The time and energy recreational shoppers devote to finding the appropriate clothing item to fit into their collection is an investment of the self and the subsequent wearing and displaying of items from the collection serve as expressions of the self.

Some informants' collections are defined by color and design as in the case of Mary and Michelle who are known for wearing clothing with a flower design.

Anything that I, you know, just the fact, you know, a pattern, the flower patterns, I love. They have so many different flower patterns. And the majority of my clothes have flower patterns. And if something has flowers on it that's my favorite thing to shop for because, you know, they don't always have the same thing on. . . . Well, like, everyone classifies my clothing, you know. I've got, you know, I, I wear cute outfits and I wear nice outfits. And, you know, like, I like the rayons and the silks. And I like them in flower prints. And that's my style. . . . And when I go with my girlfriends they, every, we all have like. We all don't dress the same. But yet, we can say, gosh that looks like so and so. Or, you know, if it's like a flower pattern. It's bright. They'll say that looks like you. You know, that would look good on you. (Mary)

I have a million different blouses, dresses black with flowers on it. I have so many outfits like that. People are like, they pick up on that quick. Oh, you like a black background with flowers on it. Yeah, I guess so. I have so many dresses and blouses like that. (Michelle)

The most popular type of collection that informants discussed was a shoe collection. Most informants had a large number of shoes and seemed to be running out of closet space to keep them. In addition, they really liked shoes and enjoyed shopping for them. Shoes are very popular to collect since there are so many different types of shoes

in a wide variety of styles and colors. Moreover, shoes can change the look of an outfit and the availability of "unusual" shoes satisfied recreational shoppers need for uniqueness.

I like shoes. . . . I like unusual shoes. So I should qualify that. Unusual shoes and comfortable shoes. It's another expression of yourself. . . . I don't have as many as Marcos. What's her name? Not quite that many. . . . Well, not that, um, I've got some that are sort of a gray color flat and they have pink triangles of leather on them. So it would be, so it would, it's sort of being like dots on your shoes. You've got triangles and then in the front of the shoe there is a wedge of the pink triangle. And they, um, have holes on the side. So you can lace them up, if want, up your legs or wrap them around your ankles. Or take the lacing out. Those kinds of shoes. Sixties shoes. . . . And it never fails that when we go shopping for my husband's shoes, we come back with shoes for me instead of him. Because they have such a good sale on shoes that it's crazy not to get them when they're on sale. (Pat)

And I like shoes. So, I go in all the shoe stores. That's just me. . . . I, I don't know. I have a million pairs of shoes. I don't know why I like shoes so much. I like shoes. . . . And shoes, I guess, it can make, it can change a whole outfit. . . . But, I do have a whole lot of shoes. . . . Well, I wear tennis shoes most of the time. But then I've got like, back in high school when it wasn't in to wear like, the real, the big black boots that were, I mean, I wore them. I had, I bought a pair just to be weird. You know, and dress up and wear really cool. You know, it looked cool, but everybody's like she's weird. I had to wear my weird boots. And then, I, I've had like, to church I have this pair of weird shoes that everybody talks about. That's funny. They're like those big platform type shoes. You know, and you wear your nice church dress and then a pair of funky platform shoes. They look cool. It makes you look like more, it's kind of the stuff that the fashion models wear or whatever. . . . So, I have a couple of pairs of shoes that make my outfits look different. (Shannon)

I like shoes. Um. It makes your feet look different. . . . Yes. I a, I guess that's kind of inherited. You know, my Mom's the same way. She's the same. She a, her closets are crazy. We could never live together. No room for closet space. Here, in school. Gosh. Um, 30, 35 pairs. At home, you know, there's more too. But those are just pairs that I have to use when I'm home. Sandals. That kind of thing. I live on the beach. . . . When you're at the mall you'll just kind of make a stop at, you know, Kool Hahn or whoever's there. You know, Bass or. So, I guess, anytime I go for clothes. And if I pick up something, I've gotta find a pair of shoes to match. (Jen)

Similar to Jen, Ian felt her mother had influenced her interest in shoes.

I think I enjoy shopping for shoes the most. I love shoes. . . . Um, but me and my Mom, we love shoes. I think we have shoes from everywhere we've ever gone. You know, I have them from Puerto Rico, Dominican Republic, Venezuela. I have them from all over. Um, I don't know why I'm so crazy about shoes. I think probably it's part of my Mom. You know, my Mom has more high heel shoes because she dresses up more being a pastor's wife. . . . Um, she has a closet full of shoes. And I have basically, like this huge drawer full of shoes. I, I could never take all my shoes anywhere because it's just too much. . . . Um, me, I have a lot of sandals, a lot of brown flats. Um, a couple of pairs of tennis shoes. But I, I love shopping. I love shoes stores. I love shoe stores. . . . And shoes you could just go crazy. There's so many things that shoes could be. Um, and I have my, my times where I like, like summer is only sandals. Very rarely do I wear anything that my toes don't show. Um, sandals are comfortable for me. . . . Um, I don't wear heels. Very, only like for formals do I wear heels. And then, even then it's just a real tiny little heel. Um, I love flats. I love, um, right now the sandals that are in are the brown sandals and they have straps, straps going everywhere. And I love them. I just think those are so cute. I don't, I don't know why I'm so crazy about shoes. I, everybody asks me, why are you so crazy about shoes? I have no clue. I just know that I go into a shoe store and I could just go nuts. (Ian)

Sabrina also liked shoes more than clothes and similar to Ian was not able to explain her strong affection for them.

I have two closets with shoes on the floor and boxes on the shelf. I like shoes more than clothes. And I don't know why. I just do. And maybe because, I wear a size 10. So, if you find a nice shoe that's, that's pretty reasonable, where you feel like you want to go the extra mile for it, you'll buy it. And I keep the everyday shoes for work in the bottom. The quality shoes in a box on the shelf. . . . Mmmm. I like the swing back. I like the tight, like the shoes, they have tiny straps, you know. A little bit more design, bows. And the bows they can, you know, take them off or they could be permanent. Um, two and a half to three inch heels. That's about it. And most of my shoes seem to have a consistence in the style. (Sabrina)

The next two excerpts suggest that some informants had lost control of their shoe collections.

As a matter of fact, my Mom and I just got into it a few days ago about. Well, she thinks I have a lot of shoes. But I don't. She went in my closet and counted, you know, pairs. The shoe boxes in my closet. And she counted 34. I don't think that's a lot of shoes. . . . And then, she, she tells me you didn't have that, that many pairs of shoes when you were with me in December. So you had to have

bought a, most of those shoes, um, over this time period. And you're buying too many shoes and da da da da. But I like to shop for shoes because you can never, I feel, you can never have too many shoes. . . . And, um, yeah, all of them are shoes that I actually wear, you know. Oh, yeah. A couple, a couple of them, a couple of, like, my dress shoes. I have a pair of pumps and a pair of green pumps. At the moment I don't have a dress or whatever to wear with them. So, I haven't worn them in awhile. But I will wear them, you know, once I fix it, if I find something that, that color to go with them. (Lecresia)

I have them stacked along the ceiling. . . . Yeah, my shoes. Just stacked along the ceiling. I forget that I have them sometimes. I got to figure out what to do with, you know, I got to figure out what to do. . . . I don't really know (how many pairs). I, I don't know. I guess that's, I don't know. . . . They're always pretty. . . . I don't like, like red shoes or orange shoes. I don't like colored shoes. But like, I don't like, I like browns, navy blues. They're may be imitation leather. But they're usually pretty cute. (LeTonya)

Consistent with the view that recreational shoppers' clothing and fashion items constitute a collection, informants engaged in both acquisition (shopping) and consumption (public display) rituals that served to personify and sanctify the collection.

But um, I know I'm going to have to get a new bathing suit before school comes. I feel like whenever a new year starts I've got to get brand new clothes. Like every summer, I always get a new bathing suit. Just so when I lay out I'm not wearing the old bathing suit. . . . And then of course when fall starts, I always go out and get sweaters and sweatshirts. (Jennifer)

When informants went shopping for clothing they kept in mind the clothing that was already in their collection and used the concept of mixing and matching while looking for and choosing new items. Mixing and matching was used to extend the life of existing clothing items and served as a basis for adding new clothing to a collection.

But now, I went out and bought a pair of shorts. I got one style of shorts because I like the style, in like five different colors. And who cares. They, they're comfortable, they're easy to care of, and they came in all these different colors. So, and I like to, I like to try to get clothes that I can mix and match. Um, I really don't want to get an outfit that you can only wear with that one thing. (Jean)

I really like black a lot lately. . . . Um, I can pretty much wear it anytime of the year. It really doesn't, it's a color that can be worn during the day if you want or

at night. It's not like you have to go into, like three different wardrobes, you know, with the color. Or you can't wear it in the fall. And, you know, you can get away with it in the summer. It's a, you know, it's, it's kind of like a color you can use everyday, sort of. I also like dark greens and burgundys. And, um, I've always liked the traditional white blouse. I like, I like stuff that's more sort of considered a classic or a basic element that you can mix and match. It's, it's not just like one article of clothing that you can only wear at one certain time. And like everybody's going to notice what, when, you know, when you wore it. (Christine)

Christine explained what she meant by mix and match.

Ok, um, if you get a piece in the store, like a shirt for example and a pair of pants, you could like, um, mix and match it with your wardrobe. As in, like you could take the, the blouse you bought and you could wear it with either pants, either shorts, or either a skirt. It's not like limited to like, what type of, like uniform clothing you're trying to get, get. (Christine)

Being able to mix and match clothing was a source of pride for recreational shoppers.

I try to buy things that don't just go together. That I can wear with things that I already have. That I can build on my own wardrobe. . . . I want to buy something that I can wear with other things. Like, I want to buy a shirt and a pair of pants that go together, but a shirt that will go with a pair of jeans I have at home and a pair of pants that will go with shirts that I already have at home. Whereas if you just buy something that just goes together that limits you, you can't wear it with other things. . . . And I have, you know, shirts and pants and jeans or whatever. And I can mix them all. And I mean, I have so much more varied clothes. I mean, I wear so many different things all the time. . . . I'd rather have more that's cheaper and more, I don't know. Get more for your money I think, if you can mix and match. (Shannon)

But um, a lot of times I, you know, it gives me pleasure to, um, you know, mix and match and coordinate different, different looks and stuff like that. Yeah. Because it, it makes me feel as though, you know, I went out and bought a new outfit, but it's something that I already had. I just, you know, combined it in a different way. (Lecresia)

The last way informants bared their strong attachment to clothing was by saving clothing that was no longer being worn or had never been worn. Some informants saved clothing that was worn out, no longer fit, out of style, had been purchased for a single

occasion, or was not needed due to a change in lifestyle, occupation, or geographical location. Even though this clothing was no longer worn, informants were not willing to part with it since it had special meaning to them. If they gave or threw away this valued clothing, they would be discarding a part of their self.

Because if I were to go out and spend, go out and buy new clothes, my husband says, you've got two closets full of clothes. Well, it's a closet and a half. Full of clothes. This one closet by itself, you don't ever wear anything in that closet. I, and he's like, I don't know why you're keeping sweaters that you had in Virginia. You're never going to wear sweaters down here in Florida. But they're beautiful sweaters and I just can't give it away. . . . And I was looking through, I did give some stuff away to Goodwill, yesterday. And I took some stuff to a consignment shop. And, but still I, I have formals that I can't wear anymore either. (Jean)

Um, stick them (clothing that she is not presently wearing and does not have room for in her apartment) in the closet back home with my parents. But a, between me and my sister, because we share a lot of clothes. We have so many clothes. Give them a lot to our cousins when we grow out of them or when we don't like them anymore. But um, some of the stuff I don't like to give away because if it was my favorite sweater three years ago, I'll just hold onto it instead of giving it away. Even though I'll never wear it again. (Jennifer)

In some instances, informants felt that there was a possibility that they might wear or use the clothing again.

Because there's like a piece of clothing and you're like, ah, well, you don't wear it now. But then you're like, oh, I know I'm going to need it sometime in the future. So, I'll just hold onto it. Or like, if you've outgrown something or, or if you gained weight, you're like, oh, well, I'll lose the weight. So, I'll save that because I just might want to wear it because I really like it. Um, I had a sweater when I was like 8 years old I saved for some reason because I just thought it was adorable. And I thought I would save it for my kids when I have kids. I mean, I think I finally threw that away, but it took a really long time until I finally did that. Because it's always that, you know, I can use it some other time so I'll save it. (Christine)

I have this red plaid, ah, jacket. It has little peace sign buttons. That I got at a thrift store. It was made in Canada. And ah, I don't think I've ever worn it. . . . It's neat, but I, I guess I'm never in the mood to wear it. One of those things. It's very, it's bright red and plaid. I just have to be in that I want to be noticed mood, I guess. That kind of deal. (Michelle)

And I know I'm never going to wear it, but I think just maybe. I might have something to wear it to. That stuff I bought, like when I used to work at a store called Contempo. I used to buy it on my discount. Well, this is cute, I'll wear it. It's a little different style than I usually wear, but I might go somewhere where I might, it might be a different, you know. But um, I figure it's too good to give away or pass on to somebody else, so I'll just hold onto it. (Jennifer)

Jennifer also described how she is trying to lose weight so that she can wear the bottom of a two-piece bathing suit. Up until now, she has only worn the top of this swimsuit. But still, it was one of her favorite bathing suits. Holding onto the bathing suit may remind Jennifer of her desired self and serve as a motivational device.

I, last Spring Break I bought a bathing suit. Well, I don't know if I can succeed, but um, I bought a bathing suit for \$56 on Spring Break because we were in a beach town. And I was like, ok, I've got to get something. We were, um, I wasn't happy with the bathing suit I had. And a, this bathing suit I fell in love with in the store. It was the only one that I liked, but it was very, the butt was small, smaller than my other one. And so I said, well, I have to get this any ways. I'll just lose weight between now and summer and have this incredible bathing suit for summer. So I bought the bathing suit. I was very excited. . . . And um, took it home with me. I wound up not losing the weight this summer. Trying, but I don't have the, you know, the will power to do it right now. But I just wound up wearing the top and regular shorts. Just so I could get use out of the top which I kind of felt bad about. . . . I wish I could have worn the whole bathing suit. But it was something I had to have. It's still one of my favorite, favorite bathing suits. But, I never wear it in front of other people completely. . . . But, I don't know. I like it. (Jennifer)

Some informants also kept items that they had bought but had never worn. Similar to the recreational shoppers discussed above, they were afraid to discard these items since they had invested their self into obtaining the items or hoped to wear them someday.

I, I have one formal that I have never worn in my life. I bought it to go to a, um, some function and ended up not going. And we have a dog that's afraid of thunder and lighting. And it was hanging in the closet and it was a real bad storm and he chewed the dress. And it can't be fixed. And Bill is like, why is this still sitting on its hanger? Why is this? And I don't know why it's still hanging there. I can't even give it to Goodwill. I mean, nobody can do anything. I ought to just

throw it away. Although I just can't, I mean, I don't know, I probably. I got it a few years ago. I don't remember how much I paid for it. But for a dress that you've never worn in your life, you just can't throw it away. (Jean)

I've still got things in my closet now that I have labels on them. That I have not worn. Just because at the time they were on sale. And I said, I'll wear it later. And I never got around to it. Is that unusual? . . . They looked good at the time that I bought them. But then it just, there was no particular place to wear them. You know what I mean? I have a tendency too to buy things that are after 5. . . . Um, black tie. Black tie affairs. That I don't really frequent. Then if I look at them. I say, oh, that looks nice. I might wear it one day. You know, like a sequin outfit or something like that. That you're not going to wear that often. And those are most of the things that still have the tags on them. . . . Oh, yeah. You never can tell, Michael. I might one day want to wear it. . . . There's the fear that if I give it away or if I sell it then I'm going to need it. And I can't get it back. So I will keep it. And there's one dress I've had in the closet for about three or four years. I've never worn it. With the tags still on it. I'm just afraid to give it away. (Sabrina)

But um, dresses, I have a lot of dresses, but I don't ever wear them. I have a dress that I've never worn from The Limited which I feel so bad about because I made my mom buy it because everybody at school had them. And a, it was nice and I liked it, and I thought would look good on me after I dropped like five pounds. I didn't drop five pounds. Didn't look good on me. Thought I'd look good with a necklace, so I bought a necklace to go with it. Not quite my style, but I kept it. I still have it. I figure, I'll do something with it. Sometime. (Jennifer)

Although the last two excerpts appear symptomatic of compulsive buying behavior (O'Guinn and Faber 1989), especially given the tendency that Sabrina and Jennifer had to go mood shopping, the fact that they saved their unworn clothing seems to indicate that they are attached to these items even though they have not been worn. This purposeful saving of clothing based on the rationalization that it could be needed in the future seems to differentiate Sabrina and Jennifer's behavior from compulsive buyers who exhibit a lower level of product attachment compared to noncompulsive buyers.

The strong product attachment exhibited by informants is consistent with the survey results that showed that recreational shoppers were more clothing-focused and

materialistic than nonrecreational shoppers. Their high product attachment, together with their high interest in shopping and clothing is also indicative of fixated consumption behavior. Fixated consumers, who are speculated to lie somewhere between materialists and compulsive buyers, not only have an enduring involvement in a product category itself, but also have a considerable amount of involvement in the process of acquiring (i.e., shopping for) the product (Schiffman and Kanuk 1997). This profile seems to fit most of the informants in this research.

Gift Shopping

Another important part of being a recreational shopper is shopping for gifts for parents, siblings, significant others, and close friends. Recreational shoppers consider gifts for these recipients to be personal and expressions of the self. Therefore, this type of gift is fun and enjoyable to shop for. The planned nature of gift buying suggests that gift shopping is a mission shopping trip.

The interviews revealed that most informants are avid gift shoppers and are enamored with the gift buying/giving process as illustrated in the following excerpts.

Oh, I love giving gifts. (Ian)

Oh, yes. I love buying gifts for people. (Christine)

Oh, I love shopping for gifts. (Jean)

I love buying gifts for people. (Jennifer)

Gift shopping seemed to provide social utility to recreational shoppers. For some informants, gift shopping is a selfless act. It is enjoyable and personally rewarding because of the happiness they bring to the gift recipient (Sherry 1983).

And I like, my part of it is, when they open the gift I love to see the expression on their face. That's the best part. (Christine)

Trying to pick out an item to, to match a person, to match their personality. Um, picking an item and trying to anticipate how the person is going to react to it. (Jean)

You know, um, I know Amy. She loves Precious Moments. So, I can get her anything Precious Moments and know she's going to like it. Um, she's very tiny. So, there's a very wide array of clothes that I could get her. And I know basically what style of clothes. Um, but I think the thing I like most is seeing their faces when I give them the gift. (Ian)

Because it makes them feel good and I feel like that was really nice. Because, you know, it just makes them, you know, feel good, so. When you're buying something and they feel good, you feel good. I mean, and I pretty much know what everyone likes, so. You know, like for my girlfriend, Cynthia, I got her a really nice planter. Or, you know, my girlfriend, Shane, she loves lipstick. So, I got her, you know, a big set of lipstick. And, you know, some body lotions. You know, with the scented body lotions. She loves that stuff. And so, that just makes her feel really good and, you know, excited, so. You know, it's cool. I like that. (Mary)

The social benefit of making gift recipients happy may be similar to the desire to please that compulsive buyers attach to gift giving (O'Guinn and Faber 1989). However, there was not any indication in the data that recreational shoppers were giving gifts to get positive attention and to be liked as is the case with compulsive buyers.

Other informants enjoy shopping for gifts for more selfish reasons. By giving gifts they make themselves happy and enhance their self-esteem (Sherry 1983). This type of benefit is also derived by compulsive buyers from gift giving (O'Guinn and Faber 1989).

But, you know, you get satisfaction from giving things to other people too. Um, so, I like shopping for other people just, just for the warm feeling that I get when I give it to them, you know. And then a lot of times, um, I don't have to specifically go out and buy something for somebody. It could be just a deed that I do or just an act that I do. Just that feeling for me is, that's satisfying. (Lecresia)

But um, I love buying things for people. But I think it also has to do with me just wanting to spend money. And I'm making myself happy by spending the money

and getting something which I think is, you know, a great thing for somebody. And them, you know, appreciating that I got them something. (Jennifer)

But it, you know, I like, I like to give someone something that I know that they'll like, you know. I feel really good about that. Or something of mine that I know they'll like or something like that. I feel good about doing something like that. (Michelle)

Oh, yeah. I love buying for my parents, I think more so than anybody else. Because you like your parents to look like that certain look. Like for Father's Day. We just finished that. And um, my Mom told me. She said, well, your Dad needs this sort of suspenders. And I was like, no. I know what I want Dad to have. And I want him to have those leather suspenders, you know, with the intertwining. And I shopped until I found them. And they were twice as much. But I wanted him to have that look. The same thing for her. I always have an idea what I want to get for her. And it's almost like shopping for me. Because it's like, and then I'll see him with them on. And it's like, oh, God, that looks so good. Or, you know, I like that cologne on you, Dad that I bought. I guess, it's almost just like a parent shopping for a kid, you know. (Sabrina)

Recreational shoppers' do not limit their gift shopping to birthdays, holidays, and special occasions such as weddings. Some informants indicated that they enjoy buying and giving gifts spontaneously.

I'll give gifts for no reason. You know, just, I'll just come out of the blue. Buy someone a card or buy them a bookmark, you know. Or even, you know, go as far, like with Amy, getting her a figurine. I just, like the other day. My sister collects rhinoceroses. Figurines of rhinoceroses. And her wall is wallpapered in pictures of them. And the environmental society was selling rhino t-shirts. So, I have no reason. I mean, her birthday's not any time soon. But I know she likes that. So, why not? You know, I know she's going to be happy. And I don't really do it for any reason, but because I enjoy. . . . I love giving gifts. I will give gifts any day of the week and twice on Sundays. (Ian)

And I do enjoy it because I know it's something that they will receive well. Um, and I like to give gifts that are surprises. That aren't expected. Like, if it's not your birthday kind of thing. Mmm, Christmas in July, you know. That's when our, we send our cards at, in July for Christmas. It's unusual things like that. Um, everybody has a birthday. But it's nice to be remembered when it's not some special day. So. So, shopping for friends. I like to do that. (Pat)

I mean, I, I almost get more excited buying something for someone else if I know that they really really want it then for myself. I mean, I'll save a whole lot of

money. I, I remember I went, I traveled and um, when I was in high school I went over with my church to England. And um, you know, you buy them souvenirs and stuff. I bought myself like maybe one thing. . . . I bought everybody else presents just because I'd, I'd see something and I'd think that reminds me of my sister. I'll buy it. So I enjoy buying stuff for everybody else. I've always been like that. (Shannon)

These spontaneous gift buying episodes suggest that at times gift shopping occurs while window shopping.

While most recreational shoppers interviewed truly enjoyed shopping for gifts, there were three informants who loathed the gift buying process. Cametra and Jen strongly disliked shopping for gifts since they did not know gift recipients tastes.

I, I, I usually don't go shopping to buy for other people. Um, like if it's Mother's Day or something I'll go buy a card. You know, so, I'm buying my Mom something. But to actually buy, because you don't know people's tastes. You know, you don't know what they like. . . . And, you know, I mean, I hate Christmas. That's like one of the worst times of the year for me. You know, because I have to decide, ok, what does everyone want? You know, how can I kind of coordinate these personalities with these gifts. And if they don't like it can they go back to that store, particular store and buy something that they like, you know. But then I'll hate doing something like buying a gift certificate to use. Because that seems so impersonal. You know, so, it's just like a catch-22 situation for me. I really don't like buying for other people though. (Cametra)

I don't like to look for other people. . . . Well, I, I don't know other people's likes, dislikes, taste, size. That kind of thing. And that upsets me. I mean, I don't, I don't like to do that. And if I do have to do that I like to bring somebody else along with me to help me make a decision. Like a gift or a birthday present. That kind of thing. I, I don't like, I can't size people very well. (Jen)

Similar to Jen, if Cametra has to buy a gift, she has tactics that she will use to try to ease the process.

I don't usually buy birthday gifts. Um, unless the person has specifically said something that they wanted, you know. That's, usually, that's how I buy most gifts. People have said, well, I want this or, you know, I was looking at that. Then I'm like, ok, you know, I can go get it for you. But for me to just come up with the idea of what to get you. You know, unless your somebody that I'm very very close to and I know exactly what you like. I know exactly what you

want. You know, like maybe my best friends. Yeah, I can go out and go gift shopping for them. But other people that are not very close to me, you know, they're close, they're friends. But they're not like really really, have, you know, very very close intimate relationship with me. I really, I don't, I don't, you know, I'm not sure about their taste and what they like and what they want. So, I'd rather them tell me something that they wanted. You know, and me go out and get it. (Cametra)

The other informant, who disliked shopping for gifts, felt that way for a selfish reason. When LeTonya was gift shopping she would become attached to the gift item and would want to buy it for herself instead of giving it to the other person.

I'll never buy somebody, somebody something really crappy that I wouldn't want myself. So, if I buy some, them something that I want then it kind of like, should I just give them a card and keep this, you know. Because I won't just buy any, I won't just buy somebody anything. So if I see something really nice that I would want myself and then, you know, and then I think, but if I, but I would, I would never buy them something that I want myself and then buy myself the same thing. Which is what I should just do because I just like fall in love with whatever I buy somebody. It's something and I think, maybe I should have gotten myself one of those. But it is kind of stupid. Why would we walk around like twins? Man, that would bother me. So I just assume, you know, giving it to them. Or I end up getting them a card is what I do because I can not make up my mind. I think, I can not bear this person wearing this shirt. I'm just going to loan her the shirt. I'm not giving it up. So I buy them a card or something I. But I've never, I never buy somebody something I wouldn't like myself. Never. No. Sometimes it depends on who the person is too. You know, like my roommates and stuff, I really like them. They're cool. So I end up buying them like, you know, really cool things. But I'll borrow it from them because we live together, you know. So I would borrow it from them, expensive earrings or something, and say, hey. And I would, you know, when I buy it I would think of that. And I also would think, I can borrow it from, from them. (LeTonya)

Interestingly, Jean, who loves shopping for gifts, often faces the same situation as LeTonya.

I found for a long time that whenever I went shopping I always wanted the item myself. Um, not always, but if it was something really nice and, and especially Christmas shopping. Oh, this would be nice for so and so. You know, I'd like to have that too. (Jean)

Rather than being a negative situation as in the case of LeTonya, Jean viewed this type of occurrence as being positive for herself since she was also able to not only find a gift, but also was able to find something that she liked as well. When Jean finds a product that she would also like to have she does not hesitate to buy one for herself.

Just usually it meant that I bought two. Um, I said earlier that I wasn't a compulsive shopper. Now I wonder. Because, you know, if I see an item, and I'm trying to think of what I've. I know, I bought, one time a Black and Decker, it's a flashlight that has, sits on a base and you can plug it in. It's a rechargeable flashlight. And my sister was living by herself. So she was away. She was living out of town. And I bought it for her. But it was on sale. They were on sale for like \$7 and I thought, heck, I need one. So, I bought one for me. Um, I bought a tea maker for my Mom one year, and I thought I need one for me. I make tea every day. It's all my husband drinks. And I thought, I need one of these. Um, and I was going to buy one, but we ended up getting one as a gift. (Jean)

The strong product attachment felt by LeTonya and Jean appears to differentiate recreational shoppers from compulsive buyers, who have a low level of interest in products purchased, including gifts (O'Guinn and Faber 1989). Although they did not discuss being attached to a gift, the other informants who enjoyed gift shopping seemed to be interested in the product being purchased.

I knew one of my friends, she was a DG, but she was transferring. She didn't have an anchor. I saw an anchor over Christmas, a silver anchor. She likes silver. . . I got it for her just to get it for her because I knew she didn't have one. Partially because, you know, an anchor means something to me. (Jennifer)

The preceding discussion of the themes of need for uniqueness, creativity, product attachment, and gift shopping brought to light additional self-relevant meanings and positive benefits that recreational shoppers obtain from shopping for clothing, in addition to reinforcing the view that shopping for clothing is not only a pathway to product acquisition, but also a road to self construction, maintenance, and affirmation. In contrast

to this positive view of recreational shopping, in the next section of this chapter, a darker side of recreational shopping that emerged from the data is described.

Negative Consequences

A number of informants had experienced negative consequences from shopping for clothing including overspending, carrying credit card balances, buying items that were worn only once or maybe not at all, and feeling guilty about buying expensive or unneeded items. The following interview excerpts illustrate the types of problems recreational shoppers face.

I just went and found three shirts that I'd probably wear. And a, it doesn't matter, I mean, I try to spend around, under \$60, because my bills add up. And I see it at the end of the month and I get really nervous. But um, I got three shirts. It was getting ready to be summer, and they're all long sleeve shirts. But um, I spent about \$55. . . . And I felt good about it. I got home and then I'm like I'm never going to wear these. I've worn one shirt once, gave another shirt to my sister, and, um, wore the other shirt maybe three times. But it's just the fact that I got something on sale. I thought I got a really good bargain. It made me feel good because I saved, you know, 50% or whatever. And a, for the time it made me feel good about myself and now I see all these clothes sitting in the closet and I'm just like. I don't know if that was right. (Jennifer)

I, I used to be like that and then I got in big trouble with my credit card. So, I've learned to appreciate looking at things. And, and I've learned to like leave the store without something in my hands. But when I was younger, I definitely, every time I went in a store I had to get something. Even though, see I bought a lot of clothes that I never wore because of that. So, I've become a little bit wiser in that aspect. (Christine)

But, I'm not one to buy something just because I have to buy something when I'm shopping. You know, because I've done that before and you end up with these outfits. A month later, ugh, why did I get that? (Michelle)

These negative consequences are similar to the types of economic and emotional problems encountered by compulsive buyers (O'Guinn and Faber 1989) suggesting that some of the informants could be compulsive buyers or may be prone to compulsive buying behavior.

The negative consequences from recreational shopping appeared to stem from recreational shoppers' inability to control their urge to buy when in the retail marketplace. Informants commonly discussed how difficult it was to leave a store without buying something.

Me and my sister were in the mall for about an hour and I couldn't find anything, but I couldn't leave the mall until I got something. It's just something that I, if I get a pair of socks and earrings, it's just something I had to do. So I went into Wet Seal, it's a clothing store, um, not cheap clothing, but you can say teeny bopper type, you know, clothing store. And um, I made myself find something. . . . But um, I really like make myself find something. I can always use, um, underwear and bras because they're always like really cheap. Or I can always use socks and earrings. So I'll just go ahead and get that. It's just, I feel that I need to buy something, if that's my motive for going out, you know. (Jennifer)

If I have the money and I go with the idea that I'm going to come back home with something, I'm very disappointed if I don't find something. Then it becomes a mission. I'll keep going until I find something that I want. (Sabrina)

Um, if I go out shopping I feel like I have to get something to bring home. . . . So maybe that's your need to feel somehow fulfilled or not that you wasted the whole day and you didn't come home with something. I think that's kind of what's moving the feeling of the people. A shopper's thing. (Pat)

Recreational shoppers seemed to be most susceptible to overspending or making careless purchases when they were mood shopping.

Like, if you're in a really bad mood, you have to buy something to make yourself feel better. And sometimes you don't have any idea what you're going to buy. You just want to buy something that makes you look great. Because, you're in a bad mood. And you're just, I'm going to the mall. (Shannon)

Usually, when I'm depressed I'll treat myself to something, you know. Well, hey, I've been good this month. I only spent this much money on shopping, so. I deserve this \$100 outfit. You know, usually, I'll get depressed after I get the bill. And, oh, my God, I shouldn't have went and bought that. (Cametra)

Recognizing their vulnerability when emotionally distraught and during periods of low self-esteem, both Shannon and Cametra tried to take preventative actions to control their behavior.

I don't think most of the time when I shop, I don't, I don't shop because I'm depressed. I try not to because I know it's not a good idea because you buy more. You probably don't need it. So I try to shop when I'm in a good mood. Just because I make wiser decisions. (Shannon)

Yeah, it's a, I didn't have a good day at work or I didn't get a good grade on a test or, you know, something is not so right with my life. I'll just go and casually look. Usually, I try not to buy because I know that I'm depressed and I know that, you know, I'm more likely to spend more money. But, usually, when I'm depressed, you know, I, I leave my purse at home with all my credit cards, all my checkbooks. Everything at home so I can't spend money. (Cامترا)

The interviews uncovered three perspectives that recreational shoppers had regarding the possibility of experiencing negative consequences from shopping for clothing: 1) recreational shoppers who had experienced financial and emotional problems in the past and had taken actions to change their behavior, 2) recreational shoppers who were currently suffering financial and emotional difficulties, but were not willing or able to address their situation, and 3) recreational shoppers who had not experienced negative consequences from shopping, but were aware that such problems could occur.

Some recreational shoppers recognized that their shopping behavior had gotten out of control and decided to remedy the situation by taking such actions as leaving credit cards and checkbooks at home when shopping, closing credit card accounts, and not shopping when feeling depressed.

In the case of Jean who was plagued by overspending and carrying credit card balances, shopping filled a void in her life, giving her something to do with her free time. In addition, having credit cards gave her the power to buy what she wanted, when she

wanted it. Shortly before she was married, with the help of her husband, she changed her shopping and spending behavior.

I usually just don't even want to go out and look. Because if I don't know it's there then it doesn't bother me. And I guess that's kind of how I've handled that, you know, you go out and see that thing that haunts you. I just don't, I don't do as much of the leisurely mall type. You know, I used to go to the mall every week and just to waste time. Look in and out of every store. And that was until, let's see, I'm 33 now. I got married at 30. So that was, I can even think when I was 26, even later than that. I'd go to the mall just because it's a Saturday and what else is there to do. Go to the mall. It was, it was recreational. But know, well, when I went to graduate school, I quit my job and went to graduate school. So I didn't have the money to do that. And so I found that the best way for me to handle it was just not to go. And if you don't have the money coming in to spend, you don't see anything that you want. You're not tempted to charge it. And even before graduate school, oh, I had credit cards. And I had big MasterCard, Discover, American Express, Sears, all the different stores. And right before I got married, my husband said, why do you have all these credit cards? Why do you have a credit card for Sears and Thalheimers and Hechts and blah blah blah and blah. Why? Well, so I go can to the store and buy. Then what do you do with your Visa and MasterCard? And why do you have Visa, MasterCard, American Express, and Choice or Discover? I had Choice and Discover. Man, I had a wallet full of credit cards. And to me it was independence. It was power. That I could go out and buy what I wanted. Um, and so, we got all the bills paid down and he said, ok, you pick. And I had five gas cards. You pick one gas card and you pick one credit card. And everything else will be closed and will be cut up. And now, um, we don't even do the gas card anymore because it was so, I kept Exxon, but you pay so much more with the credit card than with the gas card, with, if you pay cash, so. And you can put, if you want to put, charge gas you can charge it on your Visa or MasterCard. And I didn't realize how much I was paying in interest and all that stuff by carrying balances over and, um. So now I have one credit card and I really use it only for emergencies or for travelling or. I have very rarely put any purchases on that. Um, it's more now of a travel card. Um, or if you purchase something. Like if I purchase tickets or something through the mail or through Ticket Master, you need to put it on a charge. . . . And another thing that felt really good was at the end of Christmas, when, when Christmas was over everything was paid for. We did Christmas all in cash. We didn't charge anything for Christmas. And um, that felt good. And that was, two years ago was the first time we did that. And after that we just said, for now on that's the way we're going to handle it. (Jean)

Ironically, by only using cash when making purchases, Jean has found the independence and power she thought was available through her credit cards.

Another informant, Sabrina, also fell victim to her credit cards especially when she found clothing on sale.

Oh, yeah. Oh, yeah. I like to shop. And if I didn't have the cash I was more than willing to charge it. More than willing. Especially, if they had a sale. Then you can justify. When it's on sale I'm not going to get it at this price anymore. So, let me go ahead and do it and I'll worry about it later. . . . Mmmm, undergarments, pantyhose, of course, if I didn't need them at the time. Um, anything for work. Any kind of suits. Um, dresses for church. I've still got things in my closet now that have labels on them. That I have not worn. Just because at the time they were on sale. And I said, I'll wear it later. And I never got around to it.

Eventually Sabrina reached a point where she realized her behavior had to change.

And I've liquidated all my cards, so I don't charge anymore. . . . I went over my head. It was just getting to be too much. It was like I was out of control. You'll find that most of your women when they're depressed or preoccupied with something they'll want to spend money. And if they don't have the cash, they're going to charge it.

Similar to Jean, Sabrina was also using shopping to fill emptiness in her life. In her case, it was a relationship void. Sabrina's shopping behavior has changed since she became involved in a relationship with her boyfriend. In the following interview excerpt, she compares herself to other women, including a girlfriend, who are not married or do not have a boyfriend.

Especially you find that women that are single and do not have a boyfriend or a significant other, they're going to shop more than the woman that has the husband or a boyfriend. . . . I haven't figured it out yet. I don't know if it's to try to fill a void in your life or to make you feel good about yourself. I don't know. Or maybe time is a factor. A person that's in a relationship doesn't have that much time to put into shopping versus a person that doesn't have that, you know. So you go out and you shop all the time. . . . And even one of my girlfriends. She, I call her a shopaholic. She hasn't had a relationship in years. And she's pitiful with buying clothes and things for her apartment. And you know, I was sad, but not as bad as she is. And then when I got into a relationship things kind of slowed down. My attention was drawn away from the shopping and more towards him. And doing things together with him.

In addition to canceling her credit cards, Sabrina uses other tactics to control her urge to shop and buy when she is depressed.

I don't go. If I'm depressed I try to avoid shopping all together. And if I'm depressed and I have to shop for someone else, like if there's a holiday or something coming up. I won't do shopping around. I will go like to one store, who I have to get, and leave. Even if it's a department store I won't wander to the other side. I'll just stay in one area. . . . When I liquidated it relieved a lot of depression. And I have a personal trainer on campus now. So that helps.

Some informants were still struggling with their shopping behavior feeling frustrated and ashamed about not being able to control themselves.

When I see how much I've spent on things in a, in a time period, I do get disgusted with myself. I feel really bad. I think, my gosh, I could have done this so much other stuff with this money. And if you really see it on your Visa bill when you, ugh. . . . I mean, I've never paid for clothes in cash. I'll write either a check, which I'm always under my, I have to have a \$600 minimum in my account. And a, they shouldn't have done that because if I know I have \$600 in there then I think well 550 is ok. I'll get it up before the service charge counts. But um, the credit card, I guess in the end it's a disadvantage, but I think of it as an advantage because like if I need something fast, of course you can always just run and get it. But I never think about how much my bill's going to come to until I see it. And I worry about money probably four days before my bill comes. Which is awful because then I'm even more stressed out. Then a, I got to figure out what to do for money. (Jennifer)

Other informants were not committed to changing their behavior since they did not seem to be taking the problem seriously. Instead, they put the blame for their spending on their credit cards.

Well, the fact that I owe money on my credit card is bad. And I'm not working as much, you know. I don't have the money to pay it off as quick. And so, I'm paying finance charges. So that's, that's a bummer. But I want to get that paid off, you know. . . . It makes me want to spend more. But yet, I know I need to save more to pay them off. Because it, it feels like, you know, if I bought something at Clinique and spent \$30 and I was giving cash, I'd think, God, I'm spending so much money. Now that I have credit cards, it doesn't seem like your spending as much. And you're more lenient. But when you get your bills that's, you're not thinking then though. I mean, it's kind of temporary. You have it in the back of your mind, but I like it so much that I, you know, I'll just get it for me

now. So, it's kind of a bummer, but, oh, well. I mean, I'm not that bad in debt, you know. I'm, you know, being real limited, you know. (Mary)

Even though some recreational shoppers had not suffered any negative consequences from shopping for clothing, they were aware of the need to be responsible while shopping or felt that they had the potential to go out of control and overspend when shopping.

I think if you're not a very self controlled person there can be negative consequences because credit cards right there can mess you up. I mean, if you're the kind of person that just compulsive shops. I mean, you feel bad so you go and buy something every time. Or you reward yourself for every little thing you do. And you buy the most expensive thing and you don't care, you don't think about your money situation. I mean, you always, you have to be responsible or you're not going to be happy with what you get because you won't be able to enjoy it because you'll be broke. I mean, I think every now and then every, I mean I have a credit card and I never let it roll over. Every now and then I'll buy something with money I don't have. I mean something little. But I always know that, you know, two weeks from now I know I'm going to baby sit. So, I can use it then. But, it, it, I'm sure that a lot of people aren't very self controlled. Because I mean a lot of my friends, a friend of mine, her credit card bill's like \$500 and it's just going and compounding and compounding. You know, but then Daddy comes along and pays it. . . . But I think a lot of people get messed up from like compulsive going and just buying and not thinking, not being responsible about it. I mean, I'm sure I've done it before, but I try not to. I try to be careful because you can get carried away. And then it doesn't do what you want it to do anyway. It's not going to make you feel good. It's not going to make you happy if you don't, you know, you can't put food on the table. (Shannon)

One informant's awareness of being vulnerable to such behaviors stemmed from seeing the problems her mother had encountered as a result of excessive shopping.

Um, you spend too much money and, and neglect your other financial, financial obligations. I see that happening with my Mom sometimes. I think to her, I think she could, I think she could easily be classified as a shopaholic, mmm mmm. I think maybe I could have been but I just didn't have the money to. And so, by me not having it, it made me more responsible. But because she does have the job and she does, you know, have the money. She might not have it to spend but she has access to it. I didn't have it. That made her more prone to be a shopaholic and. I mean, when you go, I mean, she goes through things, like she'll buy things and she'll hide it from her husband. You know, she won't bring the bag out. And

that's a problem to me. If you have, if you have to feel guilty about doing something that's like drinking or doing drugs or anything. That's like if you're going to hide and do it then you shouldn't be doing it, you know. Whereas, you know, when I go shopping, I like, man, I wish somebody would just knock on my door so I can show them what deal I got. I would never think to hide it. I would be like excited about. . . . I would never hide it from him. I would be happy about what I bought. (LeTonya)

LeTonya's experience has not only made her mindful of the need to be responsible in the marketplace, but has also helped her realize that shopping for clothing is only one part of her life—it is not her life.

But um, very rarely do I buy something that I don't need. I used to. I used to do that all the time. But now that I'm older and a little bit wiser and I have bills to pay now, I think, nah, I don't need. In fact, I talk myself into buying something now, you know. Even if it's inexpensive and I know, you know, it might be functional I think, hah, you know, that's \$12, but, you know. I have to talk myself, oh, yeah, what timing. You know, you're going to need this. It's going to get cold soon. You're going to need this shirt or you're going need this, you know, thing. So, I'm changed. I'm a little bit more responsible now when I go shopping. . . . There's some more important things going on in my life except shopping.

Although shopping still serves as an outlet, she now puts more weight on shopping for books than shopping for clothing.

But um, shopping is kind of like my outlet. Sometimes, yeah. Especially when I'm shopping for books. Because books is where I really lose myself. . . . So if I'm shopping for books then that's really significant. But if I'm just shopping to buy clothes, it used to be, you know, maybe a year or two ago, I was really overly concerned with shopping and how I looked. And, you know, was I wearing the right things and, you know. But now, I'm more cautious about, I'm more conservative. Even with my tastes, I think I'm a little bit more conservative than I was before. Um, like I say, I talk myself into buying things now. You know, I think, come on, you know, gotta buy something. If you don't spend that money here you'll probably spend it on Burger King anyway. You can't see Burger King, but this will be in your closet for, forever.

This new perspective has also been fostered by her upcoming graduation and pending role transition.

But it's, it's, it's still a mental lift for me. But it's not as much, I don't get as much joy out of it as I used to. It's just not the same. You know, I guess maybe I have other things that I could be doing. Should be doing besides shopping, you know. . . . Probably the last six months. Ever since I was officially a senior. My, the dawn of my senior year, it's really just, everything's just different. Maybe it's this thing, I, maybe I just think that I should have more. I made that conscious decision to think, you know, got a bigger problem than that. Trying to, you know, break into grad school. I say break into grad school because it's nearly scaring me to death. And um, so I'm really as not as into shopping as I used to be, you know. I know, but I know that like if I got that really good job that I could just go in a store and say, everything in a size six, put in a box. That would, that would just be awesome, you know. So, I have that in the back of mind too.

LeTonya's shopper identity, however, does break through, thus, her present view on shopping may be fleeting.

To avoid falling prey to overspending, one informant decided not to have any credit cards now and in the future because of her fear that she could lose control if plastic found its way into her hands..

No. I don't have any. I don't want any either. No. Because I'm afraid, you know, I think I, I have willpower, you know. Enough willpower to know not to go out and, you know, splurge, spend \$400 and then I'm stuck with the bill. But then again, I don't know. You know, sometimes, I get really crazy and, but the good thing that stops me is that I'm ran out of money, you know. But with the credit cards, you know. So, I don't want credit cards. I don't have any. I don't want any. . . . After I graduate, I don't think so because just, just for that fear. I don't want to get into so much debt, you know. I don't want anymore debt than I have to. You know, where I'm staying, have a car, whatever. I don't want any unnecessary debt. And I feel that's unnecessary, you know. Because that's probably, if I did get into the debt with the credit card that's probably what it would, what it would, um, be on. Clothes. I probably would, went crazy on and I spent too much money on clothes. (Lecresia)

Although the interviews did not uncover the severe financial and emotional problems nor the deeper and more personal problems, i.e., feelings of alienation and loneliness, legal problems, and marital difficulties, that may plague compulsive buyers (O'Guinn and Faber 1989), they do bring to light how vulnerable "normal" consumers

are to losing control and acting impulsively to satisfy their consumption desires, as well as the need to expand the study of problematic consumer behavior. The qualitative data in this research suggests that novice consumers with credit cards in their hands may be most susceptible to being lured into financial and emotional difficulties by the temptations of the marketplace. While credit cards are readily available to college students, it appears that some may need to think twice before applying for a credit card, be educated about their use, as well as being forewarned about the potential problems associated with them.

Summary

The interview data was used to complement the survey data and provide a richer, more robust understanding of recreational shoppers and their shopping experiences. In the following section, the results of the qualitative data analysis are summarized and a tentative framework is offered that ties together, where possible, the a priori and emergent themes to describe the recreational shopper's shopping experience from the perspective of being a leisure experience.

The interview data uncovered three different types of clothes shopping that recreational shoppers engage in, labeled mission shopping, window shopping, and mood shopping as shown in Figure 1. Mission shopping was primarily acquisition based, while window shopping and mood shopping were more experiential in nature.

Mission shopping occurred when recreational shoppers planned to make a clothing purchase of note with potentially symbolic value. It was considered a focused, purposeful activity that more often than not provided pleasure and excitement to

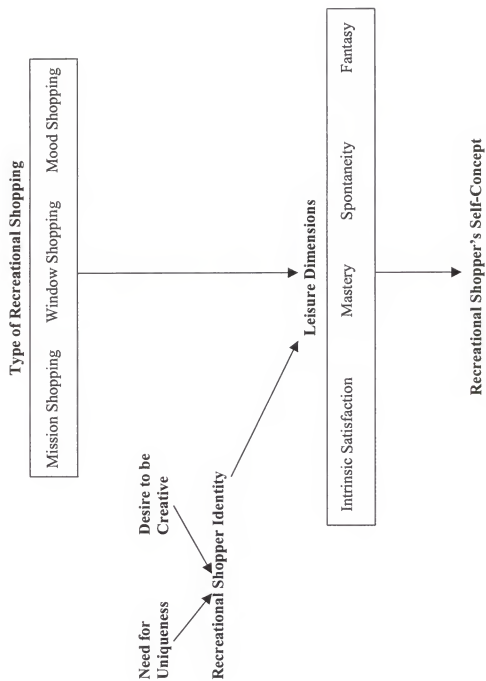


Figure 1

recreational shoppers when the clothing object of their desire was found, purchased, and subsequently worn and displayed.

In contrast to mission shopping, window shopping occurred when recreational shoppers went shopping for clothing without a planned purchase goal. Window shopping was characterized as being carefree, unrestricted, and capricious in nature – it was simply fun to do.

The third type of shopping that recreational shoppers participate in is mood shopping which took place when recreational shoppers needed to alleviate emotional or psychological pain as a result of being sad, depressed, or under stress. Although most informants indicated that they made a clothing purchase when mood shopping to make them temporarily feel better, simply experiencing the marketplace seemed to provide the relief and emotional/psychological nutrition they were looking for. From this perspective, the mood shopping experience becomes a self-gift for recreational shoppers.

As will be discussed next and shown in Figure 1, each type of shopping trip not only had the potential to be intrinsically satisfying to recreational shoppers, but also could be comprised of other dimensions of leisure. Thus, from the recreational shopper's point of view, all three types of shopping can be considered separate types of recreational shopping.

Informants' discussions of their clothes shopping experiences did indicate that they considered shopping for clothing to be a leisure experience. In support of A Priori Theme 1, the analysis of their comments revealed that shopping for clothing was comprised of the same dimensions of leisure as a leisure experience. In fact, the same leisure dimensions identified from the survey data, i.e., intrinsic satisfaction, mastery,

spontaneity, and fantasy, infused their comments. Beyond simply identifying these dimensions, the qualitative data analysis, revealed how these dimensions emerged while shopping for clothing. In addition, the data suggests that the type of shopping recreational shoppers were engaging in, i.e., mission shopping, window shopping, and mood shopping, influenced the extent to which they experienced the leisure dimensions while shopping.

Shopping for clothing provided intrinsic satisfaction when recreational shoppers purchased and wore new clothing, went window shopping, and found bargains while shopping. Thus, enjoyment was realized before, during, and after buying a desired clothing item. All three types of shopping trips had the potential to be intrinsically satisfying for recreational shoppers.

Recreational shoppers experienced feelings of mastery while shopping when shopping provided a sense of adventure, offered new experiences and satisfied their curiosity, and made them feel like a champion or that they had conquered the retail environment. Mastery seemed to be present in recreational shoppers' experiences independent of the type of shopping trip they were on.

Shopping for clothing was a spontaneous activity when recreational shoppers went window shopping or mood shopping. Feelings of spontaneity also occurred when recreational shoppers made impulse purchases on a window shopping trip.

Three different forms of fantasy behavior were evident in recreational shoppers' shopping experiences: playful daydreaming, compensatory/therapeutic fantasy, and planful daydreaming. Recreational shoppers seemed more likely to engage in fantasy behavior when they were window shopping or mood shopping.

Different levels of involvement in shopping for clothing were evident in informants' comments about their shopping experiences and the importance of shopping in their lives. Despite the differences in shopping involvement, A Priori Theme 2 was not supported by the interview data. The nature and personal meaning of recreational shoppers' shopping experiences appeared similar regardless of their perceived level of shopping involvement.

Taking into account that differences in shopping involvement were readily apparent in informants' comments, it was presumed that high involvement recreational shoppers had enduring involvement with shopping for clothing, while low involvement recreational shoppers had only situational involvement with shopping for clothing. By making this assumption, indirect support was found for A Priori Theme 3 and A Priori Theme 4. In light of their presumed enduring involvement with shopping for clothing, high involvement recreational shoppers seem to participate in recreational shopping primarily because the activity is a means of self-expression and central to their lifestyle. On the other hand, considering their assumed situational involvement with shopping for clothing, low involvement recreational shoppers appear to participate in recreational shopping primarily because of their interest in the activity and enjoyment realized from it.

Support was found for A Priori Theme 5 since a group of informants did label themselves with a recreational shopper identity. These informants, who were self-proclaimed bargain shoppers, seemed to have a higher level of involvement in and commitment to shopping for clothing than the other informants in this research. In light of their salient recreational shopper identity, unbridled enthusiasm for, and enduring

involvement with shopping for clothing these recreational shoppers fit the profile of recreational shopping enthusiasts

Support for A Priori Theme 6 stemmed from the support for A Priori Theme 5. The recreational shopping enthusiasts identified in this research appeared to engage in clothes shopping as a means of self-enhancement and self-identification. They incorporated the process of shopping and acquisition of clothing into their self-concepts. (See Figure 1.) Hence, shopping for clothing was a part of their extended selves. In this position, the act of shopping has symbolic value, mood-altering properties, and instrumental value for the recreational shopping enthusiast.

In support of A Priori Theme 7, evidence was found that not only recreational shopping enthusiasts, but also recreational shoppers in general engage in shopping to bolster positive self-feelings and reduce negative self-regard. The former was couched in the context of shopping to purchase a self-gift to reward one's self for an accomplishment. The latter occurred when recreational shoppers ventured into the marketplace on a mood shopping trip.

A Priori Theme 8 was not supported by the qualitative data. Recreational shopping enthusiasts' shopping experiences were not more meaningful when they were inspired by positive self-feelings. On the contrary, shopping experiences that were couched as mood shopping trips seemed to be more pertinent and memorable to not only recreational shopping enthusiasts, but recreational shoppers in general. Recreational shoppers were more likely to discuss shopping trips spurred on by the desire to alleviate negative feelings than they were to discuss shopping excursions motivated by positive feelings.

Three of the dissertation's research questions (#4, #6, and #7) were investigated with the interview data. Respectively, these research questions looked at the experience of group shopping, the role of salespeople while recreational shopping, and the relationship between recreational shopping involvement and the nature and importance of the leisure dimensions experienced while shopping.

Similar to the survey data, the interview data showed that there were social and nonsocial recreational shoppers. The interview data, however, provided further insight into recreational shoppers' preference for shopping alone or shopping in a group by identifying a third group of recreational shoppers, labeled solo/social recreational shoppers, who preferred to shop alone when they were mission shopping or mood shopping, but favored shopping with a companion when they were window shopping. The other two groups, solo recreational shoppers and social recreational shoppers, preferred to shop alone or with a companion, respectively, regardless of the type of shopping trip they were on.

A possible explanation for the different views recreational shoppers have about shopping alone or in a group may be the type of shopping relationship they had with their mothers during their formative years. Solo recreational shoppers did not have a strong shopping relationship with their mothers while they were growing up. This appeared to be related to either their mothers not having a high level of interest or involvement in shopping for clothing or from informants having overall dissatisfying shopping experiences with their mothers. Conversely, social and solo/social recreational shoppers tended to have very satisfying experiences shopping for clothing with their mothers when

they were growing up and, even though they were no longer living at home, continued to shop with their mothers when they had the chance.

In contrast to the survey data that indicated that recreational shoppers appreciated the presence of a salesperson when they were shopping for clothing, the interview data revealed that recreational shoppers limited their interaction with salespeople since they preferred to shop on their own or with a shopping partner. Most informants had negative perceptions about retail store salespeople, viewing them as potential hindrances, who could take the enjoyment away from their shopping experiences by limiting their freedom to shop a store and control their shopping destiny. Salespeople were expected to be personable at all times and when deemed necessary by recreational shoppers they were expected to serve in the role of being a shopping facilitator. An additional finding of note regarding retail store salespeople was that a number of minority informants believed that they had been discriminated against in retail stores since they felt that they had been singled out as potential shoplifters because of their race or ethnicity.

The interview data was not fruitful for answering the last research question, i.e., how does the level of recreational shopping involvement influence the nature and importance of the leisure dimensions experienced while shopping. Although informants appeared to differ in their level of involvement in shopping for clothing, there did not seem to be differences in the meaning and importance of the leisure dimensions they experienced while shopping. Shopping for clothing provided recreational shoppers intrinsic satisfaction, feelings of mastery and spontaneity, along with the opportunity to fantasize that appeared to be independent of their level of involvement. This result stands in contrast to the survey data that found that high involvement recreational shoppers

realized higher levels of intrinsic satisfaction, mastery, and spontaneity from shopping for clothing than low involvement recreational shoppers did. Therefore, as shown in Figure 1, recreational shoppers' level of involvement in recreational shopping as represented by their recreational shopper identity may influence the nature and importance of the leisure dimensions experienced while shopping for clothing.

In addition to addressing a priori themes and research questions noted above, the analysis of the qualitative data revealed five emergent themes, providing additional insight into recreational shoppers' and their shopping experiences. The themes are labeled: 1) Need for Uniqueness, 2) Creativity, 3) Product Attachment, 4) Gift Shopping, and 5) Negative Consequences.

Shopping for clothing enabled recreational shoppers to satisfy their need for uniqueness. They were motivated to search for clothing that would reflect or be used to construct their individual self. Their need for uniqueness drove recreational shoppers to factory outlet stores, off-price chains, thrift shops, and flea markets to find that singular item. While acquiring and possessing a unique item was paramount, recreational shoppers spoke fondly and with passion about the process of finding themselves in a store. The high level of importance a number of informants gave to finding and buying unique clothing suggests that a need for uniqueness will influence the level of involvement recreational shoppers have with shopping for clothing and their concurrent recreational shopper identity. (See Figure 1.)

Related to recreational shoppers' need for uniqueness, was their desire to be creative while shopping for clothing. Their creativity was expressed by putting outfits together on their own while in a store or buying a clothing item to match an item they

already had in their wardrobe. Given that recreational shoppers' desire for creativity is intertwined with their need for uniqueness, the strength of their recreational shopper identity appears to be influenced by their desire to be creative as well as their need for uniqueness. (See Figure 1.)

Being creative while shopping appeared to heighten the importance of the experiential aspects of shopping for recreational shoppers, reflecting one way they can invest themselves in the process. At the same time, during periods of role transitions accompanied by possible uncertainty about the self, recreational shoppers seemed to use shopping in concert with their creative spirit to exert and gain control over their lives.

Consistent with the survey results that showed that recreational shoppers were more materialistic and clothing-focused than nonrecreational shoppers were, the qualitative data provided evidence of strong product attachment on the part of recreational shoppers. Product attachment was expressed in seven different ways: 1) continually thinking about an item before it was purchased even when not in a store, 2) discovering clothing in a store, 3) falling in love with items while shopping, 4) looking forward to wearing new clothing and showing it to others, 5) having favorite clothing items, 6) having clothing and accessory collections, and 7) saving clothing that was no longer being worn or had never been worn. Thus, recreational shoppers form strong product attachments, that seem to reflect seeing and investing themselves in a product, before, during, and after a product purchase is made.

In light of their strong product attachment and high involvement with shopping for clothing, recreational shoppers seem similar to fixated consumers, who have an enduring involvement in a product category itself, together with a significant amount of

involvement in the process of acquiring the product (Schiffman and Kanuk 1997). This view seems reasonable given that fixated consumers are presumed to lie somewhere between materialists and compulsive buyers and the survey results which indicate that recreational shoppers are a subcategory of materialists, while compulsive buyers are a subcategory of recreational shoppers.

Providing further evidence of their high interest and involvement in shopping, recreational shoppers are avid gift shoppers. Shopping for and buying gifts provided social and personal benefits to recreational shoppers. They found gift shopping to be enjoyable and rewarding because of the happiness they brought to the gift recipient, but at the same time gift shopping could be used to make recreational shoppers happy and to enhance their self esteem. Even when they are not shopping for themselves, recreational shoppers use shopping as a means to an end--an end of self-maintenance or self-enhancement.

The final emergent theme pertained to the negative consequences recreational shoppers experienced from shopping for clothing. These problems included overspending, carrying credit card balances, buying clothing that was not used, and feeling guilty about buying expensive or unneeded items. Although not as severe, these negative consequences were similar to the types of financial and emotional problems associated with compulsive buying behavior (O'Guinn and Faber 1989).

Four groups of recreational shoppers were delineated based on the nature of their experience with having problems from shopping. The groups are: 1) recreational shoppers who had not had any financial or emotional problems, 2) recreational shoppers who had not experienced negative consequences from shopping, but were aware that such

problems could occur, 3) recreational shoppers who had experienced financial and emotional problems in the past and had taken actions to change their behavior, and 4) recreational shoppers who were currently suffering financial and emotional difficulties, but were not willing or able to address their situation.

Informants' comments suggest that mood shopping was more likely to lead to negative outcomes than mission shopping and window shopping. When recreational shoppers were in search of emotional or psychological relief they seemed to be more prone to lose control of their buying and spending behavior.

In Chapter 7, the conclusions of the dissertation will be presented, along with a discussion of the limitations of the research and areas for further research on recreational shoppers.

CHAPTER 7 CONCLUSION

Despite shopping's popularity as a recreational activity and its apparent significance in many consumers' lives, consumer research has given little attention to studying recreational shopping beyond recognizing the existence of recreational shoppers and identifying some of their market behaviors, personality traits, and demographics. Far less is known about the lived experience of the activity, its personal meaning and self-significance, and the role it plays in consumers' lives. Furthermore, although recreational shopping is considered a form of leisure, consumer research has not sufficiently combed the activity to understand this perspective and its influence on the nature of recreational shopping and its participants.

Thus, this dissertation was undertaken to provide a richer and deeper understanding of the recreational shopper's experience in the marketplace, as well as in the larger context of life. To reach this goal, the research took the novel approach of conceptualizing and measuring shopping as a leisure experience. This course stands in contrast to previous research on recreational shoppers that defined consumers as recreational shoppers if they enjoyed shopping, hence, inferring that if shopping was enjoyable it was recreational. The end result of the present research is that the knowledge about and understanding of recreational shoppers and recreational shopping has been advanced.

Using a recreational shopper identity scale, survey respondents were classified as recreational shoppers and nonrecreational shoppers. As measured by the recreational shopper identity scale, recreational shoppers have a higher level of involvement in and identification with the activity of shopping than nonrecreational shoppers do.

Looking first at a comparison of the two group's sociodemographic characteristics, the research found that recreational shoppers are younger and have a lower level of income than non-recreational shoppers. In addition, females, those who have never been married, students, non-U.S. citizens and minority groups (i.e., African-Americans, Asians, and Hispanics) have stronger recreational shopper identities than their counterparts (i.e., males, non-students, U.S. citizens, and whites). The findings regarding age, student status, citizenship, and minority groups have not been reported in previous research on recreational shoppers.

Compared to nonrecreational shoppers, recreational shoppers are more active market participants. They go shopping for clothing more frequently and spend more time shopping than nonrecreational shoppers. The latter finding is consistent with Bellenger and Korgaonkar's (1980) research that found that recreational shoppers spent more time shopping and searching for product information than nonrecreational shoppers. When at a shopping mall, recreational shoppers participate more frequently than nonrecreational shoppers do in a host of product purchase and experiential activities. Taking into account their higher level of shopping frequency and mall activity participation, recreational shoppers appear similar to the group of mall participants Bloch et al. (1994) labeled mall enthusiasts.

Consistent with their active engagement in the retail environment, recreational shoppers are more likely than nonrecreational shoppers to be materialists and compulsive buyers. Moreover, they have lower self-esteem than nonrecreational shoppers, suggesting that shopping provides recreational shoppers emotional uplift and self-enhancement. Recreational shoppers seem to be a subgroup of materialists, while compulsive buyers appear to a subgroup of recreational shoppers. The regression analysis done to investigate the relationship among these three types of consumers suggests that materialism influences the propensity to be a recreational shopper, while recreational shopper identity affects the penchant to be a compulsive buyer and moderates the effect of materialism and self-esteem on compulsive buying.

The research found support for the contention that shopping can be a leisure experience as recreational shoppers' shopping experiences encompass four dimensions of leisure. While shopping, they experience higher levels of intrinsic satisfaction, mastery, spontaneity, and fantasy than nonrecreational shoppers do. The qualitative data brought to light how recreational shoppers experience these dimensions in the retail marketplace, as well as three different types of recreational shopping trips that recreational shoppers engage in, i.e., mission shopping, window shopping, and mood shopping. Shopping provides intrinsic satisfaction when recreational shoppers purchase and wear new clothing, go window shopping, and find bargains while shopping. Recreational shoppers experience feelings of mastery while shopping when shopping provides a sense of adventure, offers new experiences and satisfies their curiosity, and makes them feel like a champion or that they have conquered the retail environment. Shopping for clothing is a spontaneous activity when recreational shoppers go window shopping, mood shopping or

make impulse purchases while window shopping. Three different forms of fantasy behavior are evident in recreational shoppers' shopping experiences: playful daydreaming, compensatory/therapeutic fantasy, and planful daydreaming.

The type of shopping trip seems to influence the extent to which recreational shoppers experience the different leisure dimensions. Intrinsic satisfaction and mastery are present in all three types of trips, while spontaneity and fantasy seem to be more closely associated with window shopping and mood shopping.

Consistent with past research (i.e., Bellenger and Korgoankar 1980), recreational shoppers are more likely to be social shoppers than nonsocial shoppers are. In addition to preferring companionship while shopping, social recreational shoppers differ from nonsocial recreational shoppers in two other ways. They engage in more fantasy behavior and receive slightly more benefits from interacting with salespeople than nonsocial recreational shoppers do.

The qualitative data indicated that there was a third group of recreational shoppers, labeled solo/social recreational shoppers who prefer to shop alone when they are mission shopping or mood shopping, but like to shop with others when they are window shopping. The interview data also suggests that the type of shopping relationships recreational shoppers had with their mothers while growing up influenced their preference for shopping with a companion or shopping alone.

A key point of interest in the dissertation was differentiating recreational shoppers according to their level of involvement in and identity with the activity of shopping. Both the survey and interview data indicated that the strength of recreational shopper's recreational shopper identity does vary, suggesting different levels of interest in and

involvement with shopping. For the survey data, the recreational shopper identity scale was used to separate high involvement recreational shoppers from low involvement recreational shoppers, while a subset of informants seemed to have particularly strong shopping identities. They distinguished themselves from other informants by proclaiming their shopping identities during the interviews and, in light of their comments, seemed to be especially involved in and enamored with shopping. The qualitative data suggests that the strength of recreational shoppers' recreational shopper identity is forged by their need for uniqueness and desire to be creative.

Compared to low involvement recreational shopper, the high involvement recreational shoppers, labeled recreational shopping enthusiasts, have stronger recreational shopper identities and realize higher levels of enjoyment as well as stronger feelings of mastery and spontaneity from shopping. The differences in levels of enjoyment, spontaneity, and mastery between the two groups suggest that there is a progression of meaning and evolution of motives, similar to that seen in other leisure activities (Celsi et al. 1993; McIntyre 1989), as recreational shoppers become more involved in, committed to, and enthusiastic about shopping. For recreational shopping enthusiasts, the shopping experience becomes more meaning laden and self fulfilling, forging a recreational shopper identity that enables them to become one with the activity of shopping.

Furthermore, the differences in recreational shopper identity salience and garnered benefits from shopping between low involvement and high involvement recreational shoppers suggest that low involvement recreational shoppers have situational involvement with shopping, while recreational shopping enthusiasts have enduring

involvement with shopping. Accordingly, low involvement recreational shoppers appear to participate in recreational shopping primarily because of their interest in the activity and enjoyment realized from it whereas recreational shopping enthusiasts seem to participate in recreational shopping primarily because the activity is a means of self-expression and central to their lifestyle. For recreational shopping enthusiasts, shopping has symbolic value and mood-altering properties, along with instrumental benefits--it is part of their extended selves.

Consistent with the aforementioned progression of meaning and incorporation of shopping into their extended selves, recreational shopping enthusiasts have higher self-esteem than low involvement recreational shoppers do. This finding supports the self-enhancing function of a prominent recreational shopper identity and suggests that for some consumers leading the life of a recreational shopper and actively participating in retail environments provides positive long-term self-serving benefits, standing in contrast to the short-term compensatory role that shopping plays in the compulsive buyer's life (O'Guinn and Faber 1989).

Contrary to expectations, although consistent with their enduring involvement with shopping, recreational shopping enthusiasts are more materialistic, acquisition focused, and product possessive than low involvement recreational shoppers are. They are actively involved in thinking about, shopping for, buying, and consuming their objects of desire.

Finally, the qualitative data revealed that recreational shoppers develop and maintain strong product attachments before, during, and after purchase, are avid gift shoppers, and experience some of the same negative financial and psychological

consequences, although not as severe, from shopping as compulsive buyers. These negative outcomes appear to arise as a result of mood shopping when recreational shoppers' overpowering desire for short-term emotional/psychological relief clouds their decision making process.

The strong product attachments that recreational shoppers form may be one characteristic that distinguishes recreational shoppers from compulsive buyers, who are more motivated by positive interpersonal interactions with salespeople and enhanced self-perceptions from being in the marketplace than making a product acquisition. A second distinguishing trait may be the lack of emphasis that recreational shoppers place on interacting with salespeople while shopping. While compulsive buyers see their interactions with salespeople as serving an important compensatory function (O'Guinn and Faber 1989), recreational shoppers view salespeople like extras on a movie set. They serve as facilitators when deemed necessary, but overall should take on a minor, background role in recreational shoppers' shopping experiences.

Theoretical Implications

This dissertation took the position that recreational shoppers should not be viewed generically and simply defined on the basis that they enjoy shopping, as has been done in past research, the consumer behavior literature, and in the few consumer behavior textbooks that even discuss recreational shoppers. The present research provides a more complete, but not yet whole, understanding of recreational shoppers by bringing to light that recreational shoppers engage in different types of recreational shopping trips with different motives and goals, vary in their level of involvement in and identification with shopping, and use shopping as a pathway to self-enhancement, self-construction, and

self-maintenance. While two consumers may indicate that they enjoy shopping their motivations for shopping and subsequent benefits realized from the experience may differ depending on the type of trip they are engaging in, as well as their level of involvement and the strength of their recreational shopper identity.

This research demonstrate the value of conceptualizing and measuring recreational shopping as a leisure experience since recreational shoppers are not only drawn into the retail marketplace for the intrinsic satisfaction that shopping provides, but also because of the opportunity to experience other dimensions of leisure. Higher levels of involvement lead to the realization of higher order benefits, i.e., intrinsic satisfaction to self-efficacy, that seem to differentiate recreational shoppers who have situational involvement in shopping from those who have enduring involvement in shopping. For recreational shopping enthusiasts recreational, shopping seems to come closer to being a true leisure experience because of its multidimensional nature and self-implications.

Managerial Implications

The dissertation suggests three implications for retailers. First, for retailers that want to attract and retain recreational shoppers as loyal customers, it is necessary to create a store environment and atmosphere that enables recreational shoppers to experience the leisure dimensions while shopping. Stores should be designed in a manner that encourages consumers to search and explore to look for new merchandise, singular items, and bargains. The challenge is to create an attractive, unique layout and design that is somewhat fortuitous, but at the same time facilitates freedom of movement, i.e., stores should be well-organized, uncluttered, and not overcrowded with merchandise and floor fixtures and displays. For retailers that are targeting recreational shoppers, a

free-form layout, characterized by an asymmetrical use of fixtures and displays, seems more conducive to provoking intrinsic satisfaction, mastery, spontaneity, and fantasy than other layout designs, e.g., loop or racetrack.

The second implication regards the promotion element of the retailing mix. Advertising and other communication efforts designed to attract recreational shoppers should not only focus on the merchandise a store offers, but also the experiential aspects of shopping. Messages can be designed that promote shopping as the means to satisfying a need for uniqueness, as well as the pathway to self-enhancement and self-fulfillment through the process of shopping, in addition to product acquisition.

The final implication pertains to the role of salespeople in retail stores. Retailers must train salespeople to read and understand their customers so that can distinguish between customers who want to shop on their own and those who expect more personal attention and responsiveness from salespeople.

Recreational shoppers are more likely to view salespeople as obtrusive hindrances rather than shopping facilitators. They need to have the freedom to roam and explore a store so that shopping will be a leisure experience replete with intrinsic satisfaction, mastery, spontaneity, and fantasy. This requires that they be given a zone of personal space, especially when they first enter a store. Salespeople should greet recreational shoppers when they come into a store and then allow them to be on their own; being ready to help if beckoned to do so.

Limitations

The dissertation has a number of limitations that will be addressed in this section of Chapter 7. Looking first at the survey results, four limitations are noted. First, the

respondent sample was skewed toward younger consumers, i.e., between the ages of 20 and 29, never married, and attending college on a full- or part-time basis. Second, the data was collected in a single geographic area, recognized as a retailing mecca and shopper's paradise as it is saturated with an eclectic array of retailing types and formats. Both of these limitations resulted from the purposive sampling method that was used to collect the data.

A third limitation of the survey is that it only measured respondents' attitudes toward and perceptions of shopping for clothing in a retail store setting. Other product categories were not considered and the type of retail store to base their responses on was not specified for respondents. The type of store consumers shopped at, e.g., a specialty clothing store versus an off-price retailer could influence their feelings about shopping for clothing. Another caveat to note is that since the survey data was collected, the Internet has become a more viable and popular site to shop not only for clothing, but other products as well. At the time of the survey, very few respondents had shopped for clothing online.

The final shortcoming is the scales used to measure recreational shopper identity as well as the leisure (intrinsic satisfaction, mastery, spontaneity, and fantasy) and shopping dimensions (social, salesperson, and clothing-focused) and subjected to further analysis were not refined or validated. They were simply constructed from the factor analysis of survey items.

Turning to the interview results, five limitations deserve attention. First, all the informants were female leaving the door open to investigate the male recreational shopper. Second, the majority of informants were young adults, who were single,

attending college full-time, and living in the same geographic area. A third shortcoming pertaining to the pool of informants was that the informants were not screened for compulsive buying tendencies. Given their comments, some informants did appear to exhibit compulsive buying behaviors. Fourth, although other product categories were discussed, like the survey, the interviews focused on a single product category, i.e., clothing.

The last limitation pertains to the analysis of the interview data. The analysis was done solely by the author without the use of member checks and other tests of rigor and trustworthiness. Hence, other interpretations of the data are possible.

Future Research

The dissertation opens the door for further research on recreational shoppers and the recreational shopping experience. A starting point would be to investigate the relationships among the variables shown in Figure 1 in Chapter 6 and discussed in the last section of that chapter. Figure 1 depicts three key relationships pertaining to recreational shoppers and their recreational shopping experiences. First, the strength of recreational shoppers' recreational shopper identity will be influenced by their need for uniqueness and desire to be creative. Second, the nature and importance of the leisure dimensions experienced while shopping will be influenced by two factors, i.e., the type of recreational shopping trip recreational shoppers are engaging in and the strength of their recreational shopper identity. Third, recreational shoppers' self concept will be influenced by the leisure dimensions they experience while shopping.

Before these relationships are analyzed, the rudimentary scales used to measure recreational shopper identity and the leisure dimensions referred to earlier in this chapter

should be refined and validated. Not only is this necessary to rigorously test the aforementioned relationships, but in light of the significance of shopping in U. S. culture and the existence of recreational shoppers, it is certainly prudent to at least develop a scale to measure consumers' recreational shopper identity. This dissertation took the first step in that direction.

To balance and augment the findings from this research, recreational shopping should be studied from the perspective of older consumer, i.e., age 25 and above, who are no longer attending school, and are working full-time or staying at home with their children. This investigation would lend itself to analyzing changes in recreational shopping involvement over the course of one's life span.

A study of male recreational shoppers should also be conducted to understand recreational shopping from their perspective. This is a natural extension of the present research that looked at recreational shopping from the female recreational shoppers' point of view.

Given that non-U.S. citizens scored significantly higher than U.S. shoppers on the recreational shopper identity scale, in addition to having a stronger materialistic and compulsive buying tendency, cross cultural differences in recreational shopping should be examined. Included here could be an examination of differences in shopping behavior and attitudes about shopping between recent immigrants to the U.S. and those who have become legal residents or U.S. citizens.

The interview data suggests that a woman's involvement in shopping and her tendency to develop a recreational shopper identity may be influenced by the type of shopping relationship she had with her mother while growing up. Thus, the genesis,

growth, and maintenance of mother-daughter shopping relationships should be further probed.

Finally, the growth in online and catalog shopping suggests that these venues should be studied from the recreational shopper's perspective to compare their experiences when and perceptions of shopping in a traditional brick and mortar setting as opposed to shopping from home via the Internet or telephone. Questions to consider would include: is shopping online or from a catalog a leisure experience; if so, what dimensions of leisure would be experienced; and do recreational shoppers go on the same types of shopping trips, identified in this research, when they shop online or from a catalog. Not only could research in this area help online and catalog retailers attract and retain recreational shoppers, but it could also help store retailers become proactive in defending their turf against the new competition.

APPENDIX 1
INTERVIEW PROTOCOL

1. (Informant's name), to start off, what I would like you to do is to think about a recent experience you had shopping for clothing and tell me about that experience. You should pick an experience that you want to talk about and describe it to me in as much detail as possible. You should describe when the experience occurred, where it happened, the clothes you were shopping for, what you were doing while you were shopping, and if anyone else was involved. Taking me from the beginning to the end like you were telling me a story.
2. Do you like to shop for clothing?
3. What do you like about shopping for clothing?
4. What type of clothing do you like to shop for?
5. What type of clothing do you like to wear?
6. Do you like to put your own outfits together?
7. Do you go shopping for clothing if you are not planning to buy something?
8. Do you like to go shopping for clothing if you are not planning to buy something?
9. Do you like going shopping for clothing if you do not buy something?
10. When you go shopping for clothing do you have to buy something?
11. Do you like to look around in a store when you are shopping for clothing?
12. What do you like about looking at clothing?
13. Do you try clothing on if you are not thinking about buying it?
14. Do you go shopping for clothing with other people (by yourself)?
15. What do you like about going shopping for clothing with other people (by yourself)?
16. Is there a difference between shopping by yourself and shopping with other people?

17. Who do you like to go shopping with?
18. Do you (like to) shop for clothing with your mother?
19. Does your mother like to shop for clothing?
20. Have you always liked to shop for clothing?
21. Is there anything you do not like about shopping for clothing?
22. How do you like salespeople to act while your shopping for clothing?
23. What do you not like salespeople to do while you are shopping?
24. Is shopping for clothing a leisure activity?
25. How does shopping for clothing compare to other leisure activities that you like to engage in?
26. How often to you go shopping for clothing?
27. When do you like to go shopping for clothing?
28. Do you go shopping for clothing if you are in a good mood?
29. What stores do you like to go to when you are shopping for clothing?
30. Are there any types of clothing that you do not like to shop for?
31. When you are shopping for clothing at a mall are there other things that you do besides going to clothing stores?
32. Are there other products that you like to shop for?
33. Are there products that you do not like to shop for?
34. Are there other types of stores that you (do not) like to go to?
35. Do you like to shop for gifts for other people?
36. Do you buy things for yourself to reward yourself?
37. Do you shop for clothing from catalogs?
38. Have you had any negative consequences from shopping for clothing?

APPENDIX 2
SURVEY DATA COLLECTION INSTRUCTIONS

**Extra Credit Assignment
Spring 1996**

This extra credit assignment requires you to recruit people to complete a questionnaire about consumers' clothing shopping behavior. You will receive **ten** questionnaires. You may complete one of the questionnaires yourself and then will have to ask **nine** other people to complete a questionnaire. To facilitate recruiting respondents, you should consider asking family, friends, neighbors, and co-workers to complete a survey.

The following guidelines must be adhered to when recruiting people to complete a questionnaire.

1. Each student may only complete his/her own questionnaire, i.e., you may not fill out a questionnaire for another student.
2. Before giving a questionnaire to someone to complete, please make sure that the person has not filled out another student's questionnaire. A respondent can not complete more than one survey or complete a survey for more than one student.
3. A respondent can not be a student in my BU 532, MK 220, or MK 340 classes.
4. **Four** of the **nine** respondents have to be the opposite gender of you.
5. **At most four** of the **nine** respondents may be full-time students.
6. **At least four** of the **nine** respondents have to be over the age of 25.

After a person has agreed to participate in the study, give him/her a survey and blank envelope. The envelopes will be provided to you. After a respondent completes a questionnaire, return the questionnaire to me in a sealed envelope.

Please make sure that each of your respondents provides a home or work telephone number so that I may verify his/her participation in the research study. If a telephone number is not provided you will not receive extra credit points.

You will receive **one** extra credit point for each completed questionnaire that you submit. If you submit **ten** questionnaires, you will receive **15** extra credit points.

As an added incentive to recruit survey respondents, at the end of the study I will hold a **cash sweepstakes** for students in my BU 532, MK 220, and MK 340 classes who return ten completed questionnaires. The grand prize is \$100. A second place prize of \$50 and third place prize of \$10 will also be rewarded. Note: This sweepstakes is for students

only. Students in my classes are not eligible for the sweepstakes mentioned on the cover page of the survey.

To receive your extra credit points, all questionnaires must be returned by Monday May 13, 1996. You may drop the questionnaires off at my office (DH 2125) or mailbox in DH 2183. If I am not in my office, please slide the envelopes under my office door.

APPENDIX 3
COVER LETTER AND SURVEY

May 1996

Hello:

I am conducting a research study to try to determine people's opinions and feelings about shopping for clothing in a retail store and have designed a questionnaire to help me understand consumers' clothing shopping behavior. The questionnaire has been designed to be easy and quick. Actually, most people find it interesting and enjoy making their opinions and feelings known.

In return for completing this questionnaire, the student who gave you the questionnaire will receive extra credit points in the class he/she is taking from me at Fairleigh Dickinson University.

As an added incentive to complete this questionnaire I will hold a cash sweepstakes at the end of the study. The grand prize is \$100. A second place prize of \$50 and five third place prizes of \$10 will also be rewarded.

Your honest and thorough answers to all of these questions will be greatly appreciated. Your answers, of course, will remain completely anonymous and confidential. If you have any questions about the survey, please call me at (201) 692-7245.

Please seal the completed questionnaire in the envelope that was provided and give it back to the student who gave it to you so that he/she may return it to me. I will be responsible for opening the envelopes.

Thank you for helping me with my research.

Sincerely,

Prof. Michael Guiry
Department of Marketing

To what address should I send the sweepstakes prize, if you win. (Your address will be used only for this purpose and not for any other activities.)

NAME: _____

ADDRESS: _____

CITY: _____

STATE/ZIP CODE: _____

Consistent with standard survey practices, I will be calling 10 - 20% of survey respondents to verify their participation in this study. To be eligible for the sweepstakes prize and to enable the FDU student who gave you this questionnaire to receive his/her extra credit points, please provide your home or work telephone number. (Your telephone number will be used only to verify your participation in this study and not for any other activities.)

TELEPHONE NUMBER: _____

What is the name of the FDU student who gave you this questionnaire?

1. What does shopping for clothing mean to you, i.e., what is your definition of shopping?

2. In the past year, how often did you shop for clothing for yourself in a retail store (whether you made a purchase or not)? (Please circle your response.)

More than once a week	1	Every other month	6
Once a week	2	4 - 5 times a year	7
Twice a month	3	2 - 3 times a year	8
Three times a month	4	Once a year	9
Once a month	5		

3. When you shop for clothing for yourself how much time do you spend shopping (whether you make a purchase or not)?

Less than 1 hour	1	4 hours	5
1 hour	2	5 hours	6
2 hours	3	6 hours	7
3 hours	4	More than 6 hours	8

4. In the past year, how often did you shop for clothing for yourself from a catalog (whether you made a purchase or not)?

More than once a week	1	Every other month	6
Once a week	2	4 - 5 times a year	7
Twice a month	3	2 - 3 times a year	8
Three times a month	4	Once a year	9
Once a month	5	Never	10

5. In the past year, how often did you shop for clothing for yourself from a TV home shopping channel (whether you made a purchase or not)?

More than once a week	1	Every other month	6
Once a week	2	4 - 5 times a year	7
Twice a month	3	2 - 3 times a year	8
Three times a month	4	Once a year	9
Once a month	5	Never	10

6. In the past year, how often did you shop for clothing for yourself via the Internet (whether you made a purchase or not)?

More than once a week	1	Every other month	6
Once a week	2	4 - 5 times a year	7
Twice a month	3	2 - 3 times a year	8
Three times a month	4	Once a year	9
Once a month	5	Never	10

7. Compared to other forms of shopping (i.e., catalogs, TV home shopping channels, or Internet), what do you like best about shopping for clothing for yourself in retail stores?

Below are a series of statements about shopping for clothing in a retail store. Thinking about your general approach or orientation to shopping for clothing for yourself in a retail store, please indicate how much you agree or disagree with each of the following statements. Please circle the number that best indicates how you feel about each statement.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1. I enjoy the process of shopping for clothing for its own sake.	5	4	3	2	1
2. I do not feel forced to shop for clothing.	5	4	3	2	1
3. Shopping for clothing is unique.	5	4	3	2	1
4. In a sense, I feel like I'm conquering the world when shopping for clothing.	5	4	3	2	1
5. Shopping for clothing helps me forget about the day's problems.	5	4	3	2	1
6. For me, shopping for clothing happens without warning or pre-thought.	5	4	3	2	1
7. I was born to shop for clothing.	5	4	3	2	1
8. I am friendly and talkative to others when I am shopping for clothing.	5	4	3	2	1
9. I go shopping for clothing because buying clothing makes me happy.	5	4	3	2	1
10. When I go shopping for clothing I like to try on clothes that I can not afford to buy.	5	4	3	2	1
11. To me, shopping for clothing is pure enjoyment.	5	4	3	2	1
12. Shopping for clothing is not completely voluntary for me.	5	4	3	2	1

	Strongly <u>Agree</u>	<u>Agree</u>	Neither Agree nor <u>Disagree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
13. Shopping for clothing satisfies my sense of curiosity.	5	4	3	2	1
14. I get a sense of adventure when shopping for clothing.	5	4	3	2	1
15. I enjoy discussing shopping for clothing with my family and/or friends.	5	4	3	2	1
16. For me, shopping for clothing is a spontaneous occurrence.	5	4	3	2	1
17. Shopping for clothing is important for my self-definition.	5	4	3	2	1
18. When shopping for clothing I enjoy talking to salespeople.	5	4	3	2	1
19. Shopping for clothing is much more than simply buying something -- it is a whole experience.	5	4	3	2	1
20. When I go shopping for clothing I like to try on clothes that I wish I could wear.	5	4	3	2	1
21. Shopping for clothing is its own reward.	5	4	3	2	1
22. I do not feel obligated to shop for clothing.	5	4	3	2	1
23. Shopping for clothing offers new experiences.	5	4	3	2	1
24. I feel like I'm a real champion when shopping for clothing.	5	4	3	2	1
25. Shopping for clothing is a way to "get away from it all."	5	4	3	2	1

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
26. For me, shopping for clothing happens "out of the blue."	5	4	3	2	1
27. Shopping for clothing allows me to express myself.	5	4	3	2	1
28. Shopping for clothing is most enjoyable when I go by myself.	5	4	3	2	1
29. I enjoy trying on clothes just for fun when I go shopping for clothing.	5	4	3	2	1
30. When I am shopping for clothing I often imagine myself living another life.	5	4	3	2	1
31. I love to go shopping for clothing.	5	4	3	2	1
32. Others do not have to talk me into shopping for clothing.	5	4	3	2	1
33. I feel like I'm exploring new worlds when shopping for clothing.	5	4	3	2	1
34. I feel like I'm being thoroughly tested when shopping for clothing.	5	4	3	2	1
35. When I am shopping for clothing I feel like I'm in another world.	5	4	3	2	1
36. For me, shopping for clothing is a "spur-of-the-moment" thing.	5	4	3	2	1
37. I have strong feelings about shopping for clothing.	5	4	3	2	1
38. Shopping for clothing is most enjoyable when I go with another person.	5	4	3	2	1

	Strongly <u>Agree</u>	<u>Agree</u>	Neither Agree nor <u>Disagree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
39. When I go shopping for clothing I have to buy something.	5	4	3	2	1
40. I like to look through stores and just imagine owning some of the clothing.	5	4	3	2	1
41. I get a real high from shopping for clothing.	5	4	3	2	1
42. "Not because I have to but because I want to" would characterize my shopping for clothing.	5	4	3	2	1
43. I feel like I'm at risk when shopping for clothing.	5	4	3	2	1
44. I get so involved shopping for clothing that I forget everything else.	5	4	3	2	1
45. I don't know the day before that I am going to go shopping for clothing.	5	4	3	2	1
46. Many people know how I feel about shopping for clothing.	5	4	3	2	1
47. I enjoy being complimented by a salesperson when I am shopping for clothing.	5	4	3	2	1
48. I need to be looking for a specific item to go shopping for clothing.	5	4	3	2	1
49. I never get as much out of owning the clothing I buy as I thought I would.	5	4	3	2	1
50. Shopping for clothing is one of the most enjoyable things I do.	5	4	3	2	1

	Strongly <u>Agree</u>	<u>Agree</u>	Neither Agree nor <u>Disagree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
51. Shopping for clothing enables me to realize my aspirations.	5	4	3	2	1
52. I have a favorite shopping companion when I go shopping for clothing.	5	4	3	2	1
53. Shopping for clothing is not fun if I don't buy something.	5	4	3	2	1
54. When I go shopping for clothing trying on clothes makes me feel good.	5	4	3	2	1
55. Shopping for clothing is one of the most fulfilling things I do.	5	4	3	2	1
56. Other people think that shopping for clothing is important to me.	5	4	3	2	1
57. I like to be waited on by a helpful salesperson when I am shopping for clothing.	5	4	3	2	1
58. The clothing that I buy is special to me.	5	4	3	2	1
59. I find that a lot of my life is organized around shopping for clothing.	5	4	3	2	1
60. Shopping for clothing is an extension of myself.	5	4	3	2	1
61. I enjoy going shopping for clothing with other people even if I do not plan to buy something.	5	4	3	2	1
62. When I go shopping for clothing I'm often not sure why I buy the things that I do.	5	4	3	2	1

	Strongly <u>Agree</u>	<u>Agree</u>	Neither Agree nor <u>Disagree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
63. Shopping for clothing is what makes life truly enjoyable.	5	4	3	2	1
64. If I was not able to go shopping for clothing, I would feel that a part of me is missing.	5	4	3	2	1
65. I like when salespeople know my name when I am shopping for clothing.	5	4	3	2	1
66. When I go shopping for clothing I don't really care what I buy.	5	4	3	2	1
67. Shopping for clothing totally absorbs me.	5	4	3	2	1
68. Shopping for clothing occupies a special place in my life.	5	4	3	2	1
69. I enjoy being complimented by a shopping companion when I am shopping for clothing.	5	4	3	2	1
70. Shopping for clothing is fun when I am just looking around in a store with no intention to buy.	5	4	3	2	1
71. When I'm with a friend or family we often end up talking about shopping for clothing.	5	4	3	2	1
72. Shopping for clothing is often on my mind.	5	4	3	2	1
73. I enjoy helping a shopping companion while he/she is shopping for clothing.	5	4	3	2	1
74. I enjoy walking around the mall when I am shopping for clothing.	5	4	3	2	1

	Strongly <u>Agree</u>	<u>Agree</u>	Neither Agree nor <u>Disagree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
75. Shopping for clothing is central to who I am.	5	4	3	2	1
76. Shopping for clothing is a social event.	5	4	3	2	1
77. I find myself going shopping for clothing often because I quickly lose interest in the clothing that I buy.	5	4	3	2	1
78. Shopping for clothing affirms my values.	5	4	3	2	1
79. A central part of my friendship or relationship with another person is going shopping for clothing together.	5	4	3	2	1
80. I like to stop and get something to eat or drink when I am shopping for clothing.	5	4	3	2	1
81. Shopping for clothing contributes to my self-esteem.	5	4	3	2	1
82. Trying on clothes is part of the fun of shopping for clothing.	5	4	3	2	1
83. The best part of going shopping for clothing is being with my family and/or friends.	5	4	3	2	1
84. I feel very strongly about the clothing that I buy.	5	4	3	2	1

When people go shopping for clothing at a shopping mall they engage in a number of different activities, in addition to shopping for clothing. For each item listed below, please indicate how often you participate in the activity when at a shopping mall shopping for clothing. Circle the number of your answer.

		Very <u>Often</u>	<u>Often</u>	Some- times	<u>Rarely</u>	<u>Never</u>
1.	Play a video game in the mall.	5	4	3	2	1
2.	Have something to drink in the mall.	5	4	3	2	1
3.	Make an unplanned clothing purchase.	5	4	3	2	1
4.	Walk in the mall for exercise.	5	4	3	2	1
5.	Browse in a mall store without planning to buy something.	5	4	3	2	1
6.	Talk with other shoppers I meet in the mall.	5	4	3	2	1
7.	Go to see a movie in the mall.	5	4	3	2	1
8.	Have a snack in the mall.	5	4	3	2	1
9.	Buy a nonclothing product in a mall store.	5	4	3	2	1
10.	Walk around the mall for fun.	5	4	3	2	1
11.	Browse in a mall store to perhaps buy something in the future.	5	4	3	2	1
12.	Socialize with friends or family in the mall.	5	4	3	2	1
13.	Go on a carousel ride in the mall.	5	4	3	2	1
14.	Have lunch in the mall.	5	4	3	2	1
15.	Get a haircut in the mall.	5	4	3	2	1
16.	Try on clothing in a mall store for fun.	5	4	3	2	1

	<u>Very Often</u>	<u>Often</u>	<u>Some- times</u>	<u>Rarely</u>	<u>Never</u>
17. Have a conversation with a sales clerk in a mall store.	5	4	3	2	1
18. Look at special mall exhibits or shows.	5	4	3	2	1
19. Have dinner in the mall.	5	4	3	2	1
20. Watch other people in the mall.	5	4	3	2	1

People differ in their feelings about the possessions that they and others own. Please indicate how much you agree or disagree with each of the statements below. Please circle the number that best indicates how you feel about each statement.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
1. I admire people who own expensive homes, cars, and clothes.	5	4	3	2	1
2. Some of the most important achievements in life include acquiring material possessions.	5	4	3	2	1
3. I don't place much emphasis on the amount of material objects people own as a sign of success.	5	4	3	2	1
4. The things I own say a lot about how well I'm doing in life.	5	4	3	2	1
5. I like to own things that impress people.	5	4	3	2	1
6. I don't pay much attention to the material objects other people own.	5	4	3	2	1
7. I usually buy only the things I need.	5	4	3	2	1
8. I try to keep my life simple, as far as possessions are concerned.	5	4	3	2	1

	Strongly <u>Agree</u>	<u>Agree</u>	Neither Agree nor <u>Disagree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
9. The things I own aren't all that important to me.	5	4	3	2	1
10. I enjoy spending money on things that aren't practical.	5	4	3	2	1
11. Buying things gives me a lot of pleasure.	5	4	3	2	1
12. I like a lot of luxury in my life.	5	4	3	2	1
13. I put less emphasis on material things than most people I know.	5	4	3	2	1
14. I have all the things I really need to enjoy life.	5	4	3	2	1
15. My life would be better if I owned certain things I don't have.	5	4	3	2	1
16. I wouldn't be any happier if I owned nicer things.	5	4	3	2	1
17. I'd be happier if I could afford to buy more things.	5	4	3	2	1
18. It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	5	4	3	2	1
19. If I have any money left at the end of the pay period, I just have to spend it.	5	4	3	2	1

Below are a series of statements describing feelings people have about themselves. Please indicate how much you agree or disagree with each of the statements below. Please circle the number that best indicates how you feel about each statement.

	Strongly <u>Agree</u>	<u>Agree</u>	Neither Agree nor <u>Disagree</u>	<u>Disagree</u>	Strongly <u>Disagree</u>
1. I feel that I'm a person of worth, at least on an equal plane with others.	5	4	3	2	1
2. I feel that I have a number of good qualities.	5	4	3	2	1
3. All in all, I am inclined to feel that I am an all-around failure.	5	4	3	2	1
4. I am able to do things as well as most other people.	5	4	3	2	1
5. I feel I do not have much to be proud of.	5	4	3	2	1
6. I take a positive attitude toward myself.	5	4	3	2	1
7. On the whole, I am satisfied with myself.	5	4	3	2	1
8. I wish that I could have more respect for myself.	5	4	3	2	1
9. I certainly feel useless all the time.	5	4	3	2	1
10. I am no good at all.	5	4	3	2	1

Below are a series of statements describing different buying behaviors and spending patterns. Please indicate how often you have done each of the following things by circling the appropriate number.

		<u>Very Often</u>	<u>Often</u>	<u>Some- times</u>	<u>Rarely</u>	<u>Never</u>
1.	Felt others would be horrified if they knew of my spending habits.	5	4	3	2	1
2.	Bought things even though I couldn't afford them.	5	4	3	2	1
3.	Wrote a check when I knew I didn't have enough money in the bank to cover it.	5	4	3	2	1
4.	Bought myself something in order to make myself feel better.	5	4	3	2	1
5.	Felt anxious or nervous on days I didn't go shopping.	5	4	3	2	1
6.	Made only the minimum payments on my credit cards.	5	4	3	2	1

The following questions are for classification purposes only. Please circle your response.

1. Are you:

Male	1
Female	2

2. Your age is:

19 or younger	1	45 - 49	7
20 - 24	2	50 - 54	8
25 - 29	3	55 - 59	9
30 - 34	4	60 - 64	10
35 - 39	5	65 or older	11
40 - 44	6		

3. Your race/ethnic group is:

African-American	1	Hispanic	4
Asian	2	Other	5
Caucasian	3		

4. Your marital status is:

Never married	1	Separated	4
Married	2	Divorced	5
Living Together	3	Widowed	6

5. The number of children living in your household is:

None	1	Three	4
One	2	Four	5
Two	3	Five or more	6

6. What is the highest level of education you have completed?

Less than high school	1	College graduate	4
High school	2	Some graduate school	5
Some college	3	Graduate degree	6

7. Are you currently a student?

Yes	1
No	2

8. Are you a U.S. citizen?

Yes	1
No	2

9. If you are not a U.S. citizen, how long have you lived in the U.S.? _____

10. The total annual income before taxes of your household is:

Less than \$10,000	1	\$60,000 - \$69,999	7
\$10,000 - \$19,999	2	\$70,000 - \$79,999	8
\$20,000 - \$29,999	3	\$80,000 - \$89,999	9
\$30,000 - \$39,999	4	\$90,000 - \$99,999	10
\$40,000 - \$49,999	5	\$100,000 or more	11
\$50,000 - \$59,999	6		

11. What percentage of your income is spent on buying clothing for yourself?

0 - 10%	1	51 - 60%	6
11 - 20%	2	61 - 70%	7
21 - 30%	3	71 - 80%	8
31 - 40%	4	81 - 90%	9
41 - 50%	5	91 - 100%	10

THANK YOU VERY MUCH FOR TAKING THE TIME TO COMPLETE THIS SURVEY!!

APPENDIX 4
SHOPPING MALL ACTIVITIES SCALE*

1. Play a video game in the mall.
2. Have something to drink in the mall.
3. Make an unplanned clothing purchase.
4. Walk in the mall for exercise.
5. Browse in a mall store without planning to buy something.
6. Talk with other shoppers I meet in the mall.
7. Go to see a movie in the mall.
8. Have a snack in the mall.
9. Buy a nonclothing product in a mall store.
10. Walk around the mall for fun.
11. Browse in a mall store to perhaps buy something in the future.
12. Socialize with friends or family in the mall.
13. Go on a carousel ride in the mall.
14. Have lunch in the mall.
15. Get a haircut in the mall.
16. Try on clothing in a mall store for fun.
17. Have a conversation with a sales clerk in a mall store.
18. Look at special mall exhibits or shows.
19. Have dinner in the mall.
20. Watch other people in the mall.

*5-point scale anchored by 1 = Never and 5 = Very Often

APPENDIX 5
MATERIALISM SCALE*
(Richins and Dawson 1992)

1. I admire people who own expensive homes, cars, and clothes.
2. Some of the most important achievements in life include acquiring material possessions.
3. I don't place much emphasis on the amount of material objects people own as a sign of success.
4. The things I own say a lot about how well I'm doing in life.
5. I like to own things that impress people.
6. I don't pay much attention to the material objects other people own.
7. I usually buy only the things I need.
8. I try to keep my life simple, as far as possessions are concerned.
9. The things I own aren't all that important to me.
10. I enjoy spending money on things that aren't practical.
11. Buying things gives me a lot of pleasure.
12. I like a lot of luxury in my life.
13. I put less emphasis on material things than most people I know.
14. I have all the things I really need to enjoy life.
15. My life would be better if I owned certain things I don't have.
16. I wouldn't be any happier if I owned nicer things.
17. I'd be happier if I could afford to buy more things.
18. It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.

*5-point scale anchored by 1 = Strongly Disagree and 5 = Strongly Agree

APPENDIX 6
COMPULSIVE BUYING SCALE*
(Faber and O'Guinn 1992)

1. If I have any money left at the end of the pay period I just have to spend it.
2. Felt others would be horrified if they knew of my spending habits.
3. Bought things even though I couldn't afford them.
4. Wrote a check when I knew I didn't have enough money in the bank to cover it.
5. Bought something in order to make myself feel better.
6. Felt anxious or nervous on days I didn't go shopping.
7. Made only the minimum payments on my credit cards.

*5-point scale: Item 1 anchored by 1 = Strongly Disagree and 5 = Strongly Agree
Items 2 - 7 anchored by 1 = Never and 5 = Very Often

APPENDIX 7
SELF-ESTEEM SCALE*
(Rosenberg 1965)

1. I feel that I'm a person of worth, at least on an equal plane with others.
2. I feel that I have a number of good qualities.
3. All in all, I am inclined to feel that I am a failure.
4. I am able to do things as well as most other people.
5. I feel I do not have much to be proud of.
6. I take a positive attitude toward myself.
7. On the whole, I am satisfied with myself.
8. I wish that I could have more respect for myself.
9. I certainly feel useless at times.
10. I am no good at all.

*5-point scale anchored by 1= Strongly Disagree and 5 = Strongly Agree

APPENDIX 8 SOCIODEMOGRAPHIC MEASURES

1. Sex:	Male	1	
	Female	2	
2. Age:	19 or younger	1	
	20 - 24	2	
	25 - 29	3	
	30 - 34	4	
	35 - 39	5	
	40 - 44	6	
	45 - 49	7	
	50 - 54	8	
	55 - 59	9	
	60 - 65	10	
	65 or older	11	
3. Race/ethnic group:	African-American	1	
	Asian	2	
	Caucasian	3	
	Hispanic	4	
	Other	5	
4. Marital Status:	Never married	1	
	Married	2	
	Living Together	3	
	Separated	4	
	Divorced	5	
	Widowed	6	
5. The number of children living in household:	None	1	
	One	2	
	Two	3	
	Three	4	
	Four	5	
	Five or more	6	

6. Highest level of education completed:
- | | |
|-----------------------|---|
| Less than high school | 1 |
| High school | 2 |
| Some college | 3 |
| College graduate | 4 |
| Some graduate school | 5 |
| Graduate degree | 6 |
7. Student status:
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
8. U.S. citizen status:
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
9. If not a U.S. citizen, how long lived in the U.S.? _____
10. Total annual income before taxes of household:
- | | |
|---------------------|----|
| Less than \$10,000 | 1 |
| \$10,000 - \$19,999 | 2 |
| \$20,000 - \$29,999 | 3 |
| \$30,000 - \$39,999 | 4 |
| \$40,000 - \$49,999 | 5 |
| \$50,000 - \$59,999 | 6 |
| \$60,000 - \$69,999 | 7 |
| \$70,000 - \$79,999 | 8 |
| \$80,000 - \$89,999 | 9 |
| \$90,000 - \$99,999 | 10 |
| \$100,000 or more | 11 |
11. Percentage of income spent on buying clothing for yourself?
- | | |
|-----------|----|
| 0 - 10% | 1 |
| 11 - 20% | 2 |
| 21 - 30% | 3 |
| 31 - 40% | 4 |
| 41 - 50% | 5 |
| 51 - 60% | 6 |
| 61 - 70% | 7 |
| 71 - 80% | 8 |
| 81 - 91% | 9 |
| 91 - 100% | 10 |

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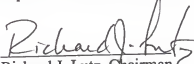
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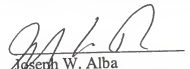
BIOGRAPHICAL SKETCH

Michael Guiry is an Assistant Professor of Marketing at Coastal Carolina University. He has also taught at Fairleigh Dickinson University and the University of Central Florida. Prior to attending the University of Florida, he received a B. S. in Business Management from Cornell University in 1982 and a MBA from Duke University in 1988.

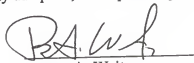
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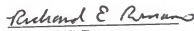
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Joseph W. Alba
Distinguished Professor of
Marketing

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Barton A. Weitz
J.C. Penney Eminent Scholar
of Marketing

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Richard E. Romano
Gerald L. Gunter Professor of
Economics

This dissertation was submitted to the Graduate Faculty of the Department of Marketing in the Warrington College of Business Administration and to the Graduate School and was accepted as partial fulfillment of the requirements for the degree of Doctor of Philosophy.

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